

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, NOVEMBER 19, 1926

A Great Artist makes the Future Safe

HERE is an extraordinary story of a girl, only 19 years old, who has, within less than a year, won international fame as a great artist and also surprised the business world by a stroke of farsighted financial planning.

Everyone knows something of the career of Miss Marion Talley. Only seven years ago, at the age of 12, she had her first music lesson. After winning musical honors in high school, she sang Arline in the Bohemian Girl, and was invited to sing before Galli-Curci and Schumann-Heink. Kansas City, touched by her voice and her youth, raised a fund to send her to New York and later abroad, where she studied under the great masters of Europe.

Last spring, at the Metropolitan Opera House, the little Kansas City girl, now 19 years old, made a triumphant debut before an immense audience, which included a trainload of loyal friends from her home town. She was an artistic sensation. Her name topped big head-lines in the newspapers all over the country. A simple, unspoiled girl from the West had won laurels for which many talented men and women have striven long years in vain.

But Miss Talley began to think of the future—of things she hoped to accomplish financially for those she loved, and of her home city which had helped her. She, therefore, insured her life in the New York Life Insurance Company for \$500,000, of which \$300,000 protects her father, mother and sister by trust arrangements; and the remainder, \$200,000, as we understand, is finally to be payable to a trust company in Kansas City, and devoted, as she may arrange, to the musical education of talented Kansas City boys and girls who may be unable otherwise to secure such training.

Through life insurance this girl, at nineteen, instantly created an estate and arranged a noble benefaction—accomplishments which otherwise might be hoped for only at the close of a long and successful life.

There are thousands of men and women who, like this young song-bird have dreams of the future and wonder how their dreams can be made realities. Miss Talley has shown everyone how to make such beautiful dreams come true—how, for example—

- to make life safe for themselves and their loved ones—
- to assure the permanency of a business—
- to endow a church, a college, or a hospital—

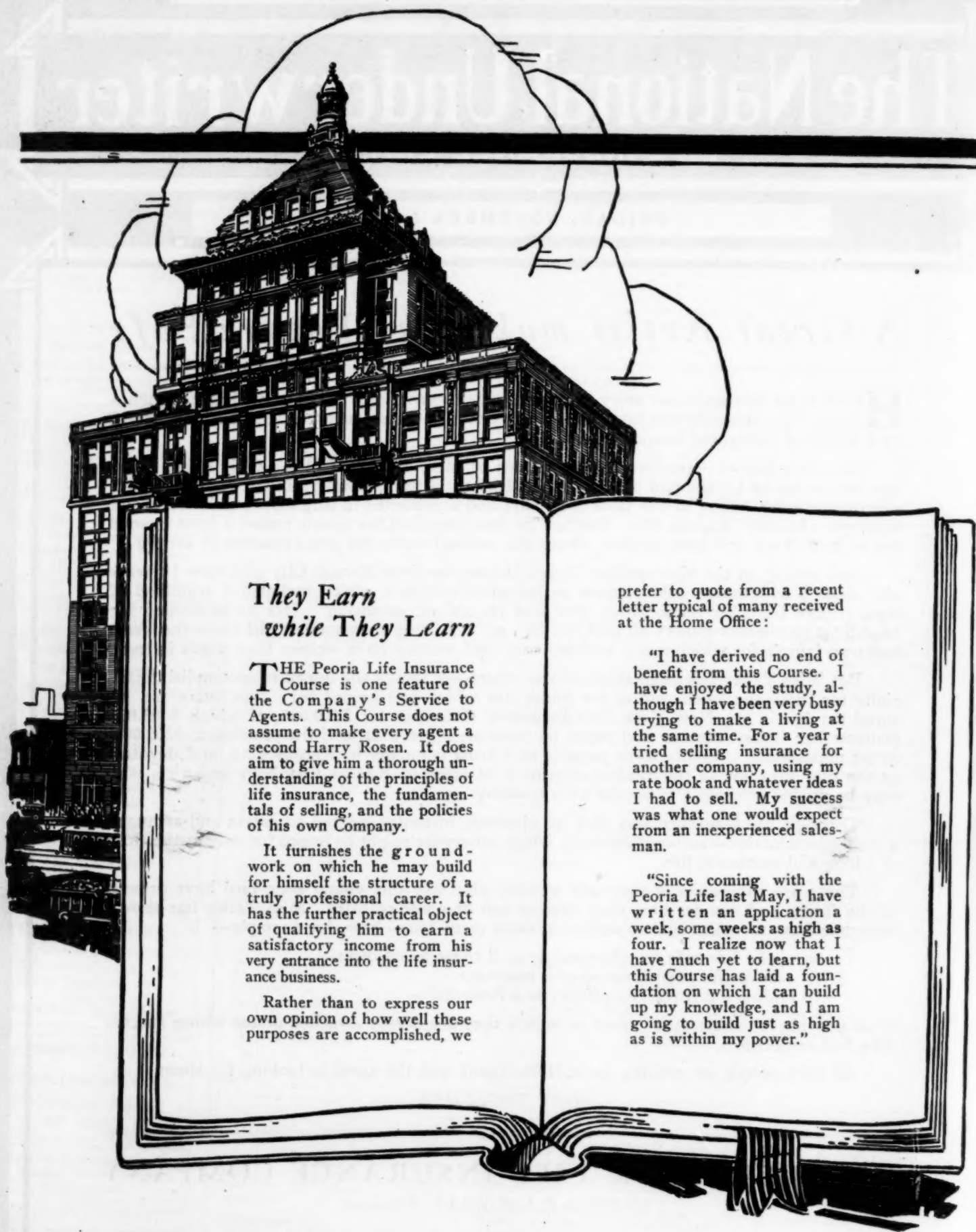
or to provide for some other cause to which they are deeply attached or for whose success they feel responsible.

All such people are waiting for a Nylic agent, and the agent is looking for them.

GET TOGETHER

THE NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, *President*



They Earn while They Learn

THE Peoria Life Insurance Course is one feature of the Company's Service to Agents. This Course does not assume to make every agent a second Harry Rosen. It does aim to give him a thorough understanding of the principles of life insurance, the fundamentals of selling, and the policies of his own Company.

It furnishes the groundwork on which he may build for himself the structure of a truly professional career. It has the further practical object of qualifying him to earn a satisfactory income from his very entrance into the life insurance business.

Rather than to express our own opinion of how well these purposes are accomplished, we

prefer to quote from a recent letter typical of many received at the Home Office:

"I have derived no end of benefit from this Course. I have enjoyed the study, although I have been very busy trying to make a living at the same time. For a year I tried selling insurance for another company, using my rate book and whatever ideas I had to sell. My success was what one would expect from an inexperienced salesman.

"Since coming with the Peoria Life last May, I have written an application a week, some weeks as high as four. I realize now that I have much yet to learn, but this Course has laid a foundation on which I can build up my knowledge, and I am going to build just as high as is within my power."

Peoria Life Insurance Company

PEORIA, ILLINOIS

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The National Underwriter

LIFE INSURANCE EDITION

Thirtieth Year, No. 47

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, NOVEMBER 19, 1926

\$3.00 Per Year, 15 Cents a Copy

BEST MEANS OF GETTING GOOD TYPE OF AGENTS

Interesting Discussion at the Meeting of the Life Agency Officers Association

WANT BETTER STANDARD

Effort Is Being Made to Secure Higher Type of Men to Go Out Prospecting

At the Tuesday morning session of the meeting of the Association of Life Agency Officers the main topic for discussion was "Selecting the Proper Type of Agent." H. H. Armstrong of the Travelers presided over part of the ses-



WALTER E. WEBB
Vice-President National Life U. S. A.

sion and Charles Hommeyer of the Union Central over the latter part.

Mr. Armstrong said that the agency officer occupies a very important position. The management of the company depends upon the agency officer for its reputation and success. The only limit with him is man power. He said that more life insurance will be sold when there are more and better agents in the field. He presented the thought that agency men give too much attention to today and too little to tomorrow. It is important to take some care in employing an agent because it means considerable investment.

Bloxham Tells About Selection

Assistant Superintendent of Agencies D. J. Bloxham of the Travelers believes that the selection of agents is a most important task. He said that a poor man will starve under the best conditions. He thinks that the agency ranks are weak in efficient man-power. There are many men misrepresenting the business because of lack of intelligence. He

LIFE OFFICERS RALLY

ARMSTRONG IS THE NEW HEAD

Organization Was Established Ten Years Ago and Has Achieved Much Distinction and Success

The annual meeting of the Association of Life Agency Officers was held in Chicago this week with Charles Hommeyer, superintendent of agents of the Union Central, as head of the organization, presiding. He called attention to the fact that the association started ten years ago in 1916. At that time the legal reserve companies had in force \$4,000,000,000 and now they have in force \$16,000,000,000. H. H. Armstrong of the Travelers had charge of getting up the program. Mr. Hommeyer said that Mr. Armstrong possessed two vices. He was vice-president of the Life Agency Officers Association and vice-president of the Travelers.

L. P. Brigham of the National Life of Vermont, who is secretary, reported that there are 127 company members. The Michigan Mutual resigned during the year.

New Members Elected

The companies admitted to membership are the Excelsior of Canada, Equitable of Washington, D. C., National Life of Canada, International Life, Home Life of New York, Shenandoah Life, Grange Life of Lansing, Mich., United States Life, Mutual Life of Maryland, Seaboard Life, Columbia Life of Omaha, Continental Assurance of Chicago, Midwest Life of Lincoln, Western & Southern Life, Union Life of Rogers, Ark., and Columbian Mutual Life of Memphis, Tenn. A nominating committee was appointed consisting of W. T. Shepard, Lincoln National Life; A. M. Mitchell, Canada Life, and W. W. Jaeger, Bankers Life.

At the banquet C. M. Cartwright of THE NATIONAL UNDERWRITER acted as toastmaster. The program was arranged by a committee of insurance newspaper men, all of whom sat at the speakers' table and in the banquet program were referred to as "patronesses de luxe." In the program, H. H. Armstrong of the Travelers and John M. Holcombe of the Life Insurance Sales Research Bureau were mentioned as "committee on law and order." The speakers of the evening were Douglass Malloch, poet, humorist and platform man; Senator H.

said that a company is known by the agents it keeps. He advocated using the pruning knife very deeply if necessary.

In speaking of the Travelers agency force he said that 51 percent of the men are still under contract who were employed during the last ten years. In age groups, he said that between from age 25 down, only 18 percent persisted. This he thinks is due to the fact that there is less continuity of service and lack of efficiency during the period. Young men are experimenting and wander about. In the second group, between ages 25 and 35, 50 percent of the men appointed have stuck. Between ages 35 and 45, 25 percent have stayed.

(CONTINUED ON PAGE 22)

TWO MORE MAY ENTER

PLAN OF CANADA COMPANIES

Expected That Confederation Life and Imperial Life Will Seek Admission to New York

NEW YORK, Nov. 18.—Following the lead of the Canada Life, which was recently admitted to do business in New York State, three other Canadian life companies are said to be making plans to enter the field. The Confederation Life and the Imperial Life are expected to make application to the insurance department before the first of the year. The Manufacturers Life will probably apply later. At least for the present it is not the intention of these companies to build up organizations here for the direct production of business. All of them have reinsurance treaties with the Canada Life, which in turn, does a large reinsurance business in the state. Some working arrangement will, no doubt, be established so that the Canada Life will divide up part of its reinsurance business between these three companies allied to it by treaty. When made, their applications for admittance will doubtless be acted upon favorably and quickly, for all three companies are of the highest standing.

C. Kessinger of Aurora, Ill., editor of "Kessinger's Midwest Review," and Dr. George Craig Stewart, rector of the St. Lukes Episcopal Church of Evanston, Ill. All three men are eminent speakers and furnished a most delightful evening.

Entertainment Features

The entertainment part of the program was contributed by the Continental Assurance of Chicago and the Federal Life of Chicago. All of the young people who appeared are employees of these two companies. Miss Mary June Schmotzer, mezzo-soprano, gave two groups of songs which betokened a magnificent voice and admirable training. James P. Wall of the Continental, tenor, added to his fame by his solos. Miss Louise Cohn, private secretary to Actuary R. M. Brown, gave some ragtime piano solos and accompanied Miss Schmotzer and Mr. Wall.

The Federal Life contributed Virginia and Miss Katherine Fox, classical dancers, and Miss Eleanor Strauss gave an eccentric dance act. These three young women are artists in their work and they elicited much applause. Miss Mollie Fields, who is a singer of popular melodies and who broadcasted over Radio Station WBBM, gave some modern songs that attracted special attention.

Frank H. Sykes, vice-president of the Fidelity Mutual Life, and W. T. O'Donohue, vice-president of the Jefferson Standard Life, were elected to the executive committee of the Association of Life Agency Officers, as was Loriman P. Brigham of the National Life of Vermont. H. H. Armstrong of the Travelers becomes chairman and E. J. Harvey of the North American Life of Canada, vice-chairman.

John M. Holcombe of the Sales Research Bureau was elected secretary-treasurer.

SAYS PREJUDICE WORKS AGAINST THE AGENT

James A. Fulton Urges That Steps Be Taken to Modify the General Sentiment

TALK MADE BY O. J. LACY

Views of Agency Leaders on How to Sell the Job to the Prospective Agent

In the discussion of "Selling the Job to the Prospective Agent" at the annual meeting of the Association of Life Agency Officers held in Chicago this week, a suggestion for a definite educational campaign to establish life insur-



O. J. LACY
Vice-President Minnesota Mutual

ance agents among business executives was made by James A. Fulton, vice-president of the Continental Life of Delaware. The subject dealt in a large part with the various means used by home offices to aid managers in selling the job to the prospective agents, but in his talk Mr. Fulton dealt with the idea from a different angle, pointing out that possibly the companies might take the initiative in what he regarded as the fundamental step.

Prejudice Is Still Seen

Mr. Fulton said that regardless of what the companies and agents might like to wish to the contrary, there still exists a prejudice against the life insurance agent—not against the life insurance institution, but against the agent. He said that he had endeavored in his work throughout the country to discover the reason for this, but he had thus far been unable. He cited some striking cases of newspaper publicity that indi-

(CONTINUED ON PAGE 12)

TRAINING IS STUDIED**VARIOUS METHODS EXAMINED**

Life Insurance Sales Research Bureau
Publishes Report on Analysis of
Agency Instruction

HARTFORD, Nov. 17.—The Life Insurance Sales Research Bureau at the request of the Association of Life Agency Officers has been engaged during the past year in a detailed survey of the methods used in training life insurance agents. The result of this investigation is a published report on training of agents. Bureau representatives have studied and analyzed over 30 correspondence courses and attended oral classes. Questionnaires and personal contact with agents, local managers, educational directors and home office executives have brought to light a number of interesting company experiences and personal opinions.

Attack Training Problems

What is the actual value of training? Does it really make for increased efficiency? Is it worth the cost? Does training have any effect on conservation? What are the best methods of training for a company to employ? These and other questions about which there has been so much discussion during the past few years are studied in the report, and their solutions taken up in the light of gathered facts and opinions. The first part of the report is a general summary and deals with kinds and methods of training, value of training, and its relation to other phases of life insurance. The importance of coordinating training with selection and supervision is emphasized, and methods of accomplishing it are discussed. The advantages and disadvantages of the three methods of training, correspondence courses, home office and field schools, and institutional schools, are reviewed.

Outline Is Suggested

These three methods are then treated individually, a section of the report being devoted to each. Typical correspondence courses are outlined and analyzed and company practices with regard to handling them are described. The bureau offers a suggested outline for any member company that may be planning to compile a course. Oral training is taken up in the same way and representative company home office and field schools are described. Institutional training is taken up along the

DEMAND TAX REFUNDS**CITE HIGH COURT'S RULING**

Supreme Court of United States Reversed Wisconsin Tribunal on Gifts Within Six Years of Death

MILWAUKEE, Nov. 18.—Following the recent decision of the United States Supreme Court that gifts bestowed within six years of death are not given in contemplation of death, reversing the decision of the Wisconsin Supreme Court along that line, the state of Wisconsin has been made defendant, together with Milwaukee county, in two suits in which the heirs of Milwaukee men are seeking to collect refunds on inheritance taxes and interest paid to the state and county.

Henry J. Schlesinger, one of the heirs of Ferdinand Schlesinger, is seeking to recover \$6,084 plus interest for four years on a total of \$81,126 from the state and county. Similar actions are expected to be started by other heirs. The Schlesinger heirs paid an inheritance tax of more than \$295,000 under protest.

A claim has also been made by heirs of the Cudahy estate for \$138,261. Under advice of counsel for the county, the Milwaukee county board finance committee has declined to pay that claim. The counsel held that other legal questions besides that involved in the Schlesinger case make the two cases different. An inheritance tax of \$222,237 was paid by the Cudahy heirs under protest and on July 30, 1921, a refund of \$29,278 was made by the county. The claim for \$138,261, attorneys for the estate assert, is based on gifts bequeathed within the six-year period and that hence collection of that amount was in error.

Since the decision of the United States Supreme Court, one successful claim has been made against Milwaukee county and the state for a refund of \$293,000. The state has already made payment of its share without interest but the county has not yet paid its share of the tax collected.

lines of commercial schools, university schools and welfare organization schools. At the end of the report there is an appendix containing further descriptions and tabulations of company practices and experiences and including interesting statistical data on the increased production of trained agents.

NEW TAX REGULATION**AFFECTS POLICY ASSIGNMENT**

Provides That All Benefits Above Consideration and Premiums Are Taxable

The new income tax regulations 69, article 71, have a provision that in case of a transfer for a valuable consideration by assignment or otherwise of a life insurance, endowment or annuity contract or any interest therein, only the actual value of such consideration and the amount of the premiums and other sums subsequently paid by the transferee are exempt from tax.

Is Broad Decision

This provision when taken in connection with other relevant language appears to differ from prior regulations by including death claims as well as surrender values and endowments, and is so broad that it might even be considered to apply to policies assigned to a man's wife or other beneficiaries for love and affection or even possibly to a policy for which the beneficiary had made joint application with the insured and subsequently paid the premiums. The practice of assigning existing policies to beneficiaries and having the beneficiaries apply for new policies has come into increasing use since the federal estate tax was passed, in order to secure exemption of the proceeds of the life insurance policy from the federal estate tax, but if the consequences under the present law are to make the proceeds over and above the investment taxable as income in case of maturity of the policy as a death claim, the plan may soon fall into disrepute. Perhaps it will require further rulings of the Treasury Department or court decisions on specific cases to clear up this question.

Celebrates \$1,000,000 Month

The Western Wisconsin agency of the Bankers Life of Iowa will have a celebration on Nov. 20 commemorating the \$1,000,000 month of that agency. In October the agency went over the \$1,000,000 mark. William F. Winterble is agency manager. The meeting will be in the form of a one-day sales congress, with a banquet in the evening. G. S. Nollen, president, and W. W. Jaeger, vice-president and director of agencies of the company, will be in attendance at the meeting.

MANAGERS DISSECTED**UNIQUE ANALYSIS IS GIVEN**

Research Bureau Issues New Booklet, Fourth in Series of Studies, on Agency Problems

A close inquiry into the factors influencing the success of life insurance managers has just been concluded by the Life Insurance Sales Research Bureau. It found that the most important factors bearing on success were vision, ability to plan, knowledge, ability to inspire men and get them, financial ability, ability to train and supervise. The interesting point is made that it is necessary for a manager to know how to inspire men before he knows how to get them, because he must know where he is going to put his men, and how he is to handle them before they are hired.

Lists Success Factors

These tangible characteristics are influenced, according to the bureau, by a group of intangibles such as honesty, selfishness and personality. Several pages in the new volume are given over to a summary of the ways in which managers may improve their "success factors." "How Managers Spend Their Time," is the title of one section. This time study showed that managers of agencies which write less than \$2,500,000 annually spend twice as much time at the present in hiring new men as they did in 1923. This trend is a healthy one.

The volume also treats "The Manager a Planner," "One Manager's Goal" and "The Manager a Leader." Several interesting analysis charts are included so that a manager may measure his own success factors. The volume is an intimate story of managers as they are today. The three previous volumes dealing with hiring, training and supervising agents are in use in over 5,000 agencies throughout the United States and Canada.

Announce Results of Contest

The results of the policyholders' month contest, held by the Business Men's Assurance in October, have been announced. The feature of the contest was that salesmen could write insurance up to a certain amount on present policyholders without medical examinations. Business written ran over \$2,000,000, with a net of \$1,890,774.

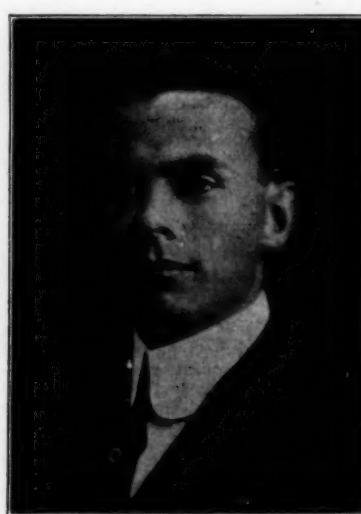
November is "Grant Month" with the company, Nov. 30 being the birthday of President W. T. Grant.

PROMINENT FIGURES AT MEETING OF LIFE AGENCY OFFICERS

H. H. ARMSTRONG, Travelers
New Chairman Association of Life
Agency Officers



CHARLES HOMMEYER, Union Central
Retiring Chairman Life Agency Officers
Association



M. A. LINTON, Provident Mutual
Chairman Life Insurance Sales
Research Bureau



JOHN M. HOLCOMBE
Manager Life Insurance Sales Research
Bureau

LAPSE RESEARCH TO FORE FOR NEXT YEAR

Sales Bureau in Annual Meeting
Outlines New Campaign to
Study Causes

ALL INTERESTS AFFECTED

Conservation Called Vital Part of Pro-
gram of Growth—Depends on
the Agents

Lapses were the big topic of the first session of the annual meeting of the Life Insurance Sales Research Bureau in Chicago Wednesday morning. There was the largest attendance on record. It looked as if the entire Agency Officers' Association had stayed over for the Sales Research meeting.

Lapses were not only the big topic of the meeting but the next year's work of the Bureau will be devoted to a study of them. There will be three phases of the work. First, definite lapse reports will be made by the member companies. Second, lapse survey workers will be stationed in the field. Third, case study of actual lapses will be made to determine the causes.

Vital Part of Growth

Speakers at the session dwelt on the fact that conservation is a vital part of a company's program of growth. It affects all parties and should have the attention of all. Agency executives should remember that conservation begins with the writing of business and the agency managers should build with the idea of producing business that is going to stick. Managers and general agents should study the lapse problem and devote themselves to writing permanent business not only because the renewals form a large part of their income but because they owe a duty to the company, the agent and the public. The general agents should train their men to write permanent business.

Interest of Agent

The soliciting agent is interested in keeping down lapses because they mean loss of renewal commissions which form a large part of his income. They even interfere with new business because an agent who has too many lapsed policyholders in a community will soon find it hard to get new customers. Every policyholder who lapses makes it harder to write his friends. The agent also owes a duty to his policyholders to conserve their insurance because he should have even a livelier sense than they of its importance to them and their families. The public is interested because lapsed policies represent a pure economic waste. Besides, the individual policyholders who too lightly give up their insurance suffer individual loss and expose their families to poverty.

Prevention and Cure

The conservation study divides naturally into two parts, the prevention of lapse and the cure of it. It is believed best results will come from prevention. Getting at the causes will produce the big results comparable to the results of preventive medicine. Prevention is also more favorable. It is always better to prevent a thing than to cure it.

Agent Is the Key

Emphasis was stressed on the fact that the agents hold the key to conservation. All efforts to reduce lapse must include the agent. Some lapses are preventable and others not. The lapses not preventable are due to the situation of

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DECISION IS IMPORTANT

COVERS FEDERAL ESTATE TAX

Tax Board Rules on Harris Case, Add-
ing to Data Covering Taxation
of Life Insurance

The decision of the Federal Tax Appeal Board in the case of Charles L. Harris, administrator of William L. Harris, on the proceeds of a life insurance policy, opens a very interesting issue in cases of this kind. The application of the tax laws to policies taken out prior to the adoption of the laws was somewhat defined in this decision. The federal estate tax law passed in 1918 was the first which provided that life insurance payable to a named individual comes under the federal tax law, subject to an exemption of \$40,000. The second federal estate act, passed in 1921 and repealing the former one, contained a similar provision about life insurance and the saving clause as to tax obligations which had accrued up to that time. In neither of these acts was there a retroactive provision. In 1924 another act went into effect and in 1926 still another, both of these acts carrying the retroactive clause.

Questioned Only One Policy

Mr. Harris carried nine policies, taken out prior to 1918. In eight of these policies the beneficiary had been named before 1918 and not changed up to the time of death. There was one policy for \$50,000 however, taken out in 1912, payable to his estate until 1920, when he changed the beneficiary, naming his wife. In this case the decedent died in 1923 leaving the nine policies which had been taken out prior to 1918. Eight of the nine policies had individual beneficiaries, named before the first federal estate law. The one policy which had been changed in 1920, however, was given special consideration by the board of tax appeals. The commissioner admitted that the other policies came within the purview of the famous Frick case decision and were exempt from tax, but claimed that the surplus of the ninth policy over and above the special \$40,000 exemption should be added to the gross estate for purposes of taxation. The board held that the repeal of the 1918 act by the 1921 act eliminated the effective date of the 1918 act as a decisive factor in determining the vesting of the beneficiary's interest for purposes of tax exemption and that inasmuch as the decedent died in 1923 under the 1920 act and the beneficiary was changed in 1920 prior to the effective date of the 1921 act, the policy in question was completely exempt from the federal estate tax.

Follows Frick Decision

In the famous Henry C. Frick case the insurance was taken out before the 1918 act was passed and the beneficiaries were named before 1918 and not changed thereafter. Mr. Frick died under the 1918 act. The federal government endeavored, however, to hold all the life insurance payable to named beneficiaries as subject to the tax. The United States Supreme Court in that case held that these policies were not subject to taxation. The court, however, did not pass on an issue where a policy was taken out prior to 1918 and the beneficiary was changed after 1918. Two questions actually arise, first as to the constitutionality of the retroactive features of the two latter federal estate acts; second, over the basis of taxation, as many authorities hold that life insurance payable to specific beneficiaries should not be included in the gross estate and made subject to taxation; in other words that when a beneficiary is named that beneficiary at once comes into a relationship of ownership which makes it unjust and unlawful to levy upon his interest in the life insurance a tax measured by the size of the insured's

DISCUSS REGULATION

EXPENSES MUST BE LIMITED

Government Control and Legislation
Restored Public Confidence in the
Life Insurance Business

LOS ANGELES, Nov. 17.—Superintendent James A. Beha of New York gave a very interesting and instructive address before the National Convention of Insurance Commissioners here this week on "Acquisition Cost Control." He surveyed the history of limitation of acquisition costs of various types of insurance, life, fire and casualty, pointing out the necessity for state control in all lines, and showing that the companies have never succeeded in regulating their own affairs satisfactorily. With regard to the acquisition cost of life insurance companies, Superintendent Beha said:

Companies Were Extravagant

"In New York state, life companies in 1906 had to face a legislative investigation on a serious indictment of wastefulness. The legislature, as a result of the disclosures regarding acquisition and other costs, put into effect a series of laws aimed to curb the evils which had besmirched the entire business. These laws restricted the acquisition cost and the amount of new business to be acquired. Other salutary provisions were enacted requiring the publication of details of companies' expenditures in annual reports and giving the superintendent power to require other information as to the conduct of the business.

Is Economic Waste

"While the law did not specifically limit the number of agents, some sections did restrict the amount of new business and made the volume more or less dependent upon proper methods pursued by the company. It is estimated that five companies write 60 per cent of all the life business in the United States; the competitive factor is therefore, low. The states outside of New York followed suit and organized what is known as the committee of 15, which recommended the enactment of similar uniform laws for other states. The following comment made by former Superintendent Hotchkiss on these laws is pertinent to the subject of limitation of acquisition expenses in general: 'Such regulatory sections of the law contain the germ of the economic truth that declares that all expense not necessary to the maximum pecuniary efficiency of the company to the public is economic waste.'

Restored Public Confidence

"The enactment of these laws in their entirety gave to the life insurance business what is lacking in other lines, viz., effective control of commission expense. This has had a beneficial effect on the business. The life companies were enabled to and did regain public confidence because it was felt that the business would henceforth be subject to closer governmental regulation and supervision. This is evidenced by the remarkable growth of the business. In my last report to the legislature are the figures which attest to this. In New York state in 1906 the insurance in force was \$2,173,135,255; in 1925, \$12,181,328,130. The total life insurance in companies authorized in New York was in 1906, \$12,955,183,601 and in 1925, \$58,593,578,204. The figures for 1926 will probably exceed these amounts."

estate. This was the basis of the lower court's decision in the Frick case, but the supreme court said it was unnecessary to decide that question in this case as the 1918 act was not retroactive and could not be held to cover insurance taken out and vested in specific beneficiaries before the acts took effect.

COMMISSIONERS HOLD THEIR ANNUAL SESSION

George I. Cochran Welcomes
State Officials to Los
Angeles

VIEW ACQUISITION COST

Edward A. Woods' Library Plan Con-
sidered—Attendance at Meeting
Unusually Large

LOS ANGELES, Nov. 17.—With 38 states represented the annual session of the National Convention of Insurance Commissioners was called to order here Monday by Judge Harry L. Conn, president of the Convention and superintendent of insurance of Ohio. Following the call of states, the address of welcome was delivered by George I. Cochran, president of the Pacific Mutual Life, with response by T. M. Henry of Mississippi, vice-president of the Convention. Judge Conn then gave the president's address, in which he viewed in an interesting manner the work at the Convention and the various problems in connection with the regulation of insurance with which the commissioners have to deal.

Discuss Control of Costs

The outstanding feature of the Monday morning session was an address on "Acquisition Cost Control" by James A. Beha, superintendent of insurance of New York. Mr. Beha gave an exhaustive study of the various aspects of this subject as it relates to all lines of insurance, showing that state control is necessary inasmuch as the companies have never succeeded in regulating their own expenses. Following the presentation of the paper there were discussions by Commissioners Ray A. Yenter of Iowa and Jesse G. Read of Oklahoma. No immediate action was taken on the question, the matter remaining open to be taken up for general discussion at a meeting to be held Thursday afternoon.

Discuss Compensation Problems

Tuesday's session opened with the reading of the report of the secretary-treasurer, followed by the report of Clarence W. Hobbs, former Massachusetts commissioner, on behalf of the National Council on Compensation Insurance. At its conclusion Commissioner Button of Virginia offered a resolution providing for the appointment of a committee of five to confer and make an investigation in the matter of coal mine compensation insurance rates and report thereon as soon as possible. The resolution was referred to the committee on compensation insurance, together with Mr. Hobbs' report, with the suggestion that the result of the committee's consideration be reported to the Convention Friday morning.

A committee composed of Commissioners Dunham, Baldwin, Daniels and Dumont was appointed to draft a resolution of appreciation of the entertainment and hospitality extended by Los Angeles to the visiting commissioners. In response to a request for reports of committees Commissioner Caldwell of Tennessee asked that the special committee appointed at the last annual session of the Chrysler-Palmetto matter be dismissed, as the case was disposed of by the decision of the United States Supreme Court and it was unnecessary to make a further report.

Automobile Fleet Insurance

The next paper presented was on "Automobile Fleet Insurance," by Commissioner George W. Wells, Jr., of Minnesota. Discussion followed by

Commissioners H. O. Fishback of Washington and Howard P. Dunham of Connecticut. Commissioner Fishback cited the fact that the state of Washington has never permitted fleet rates or experience rating within its borders and ably defended the wisdom of this position.

"Insurance companies," he said, "must have a certain amount of income in order to continue business and if they make a low rate on fleets to large dealers, then my contention is that small dealers will necessarily be obliged to pay a larger rate in order to make up proper amount of income."

Sees No Merit in Plan

It was also his opinion that where some large commercial institution owns a large fleet of cars, they are more liable to have damage claims than the individual who handles his own car. Experience with a fleet might be good for a period of two or three years and suddenly become very unsatisfactory. For these reasons he remarked he was unable to see any merit whatever in fleet insurance. In conclusion he said that while his views might not be approved by commissioners in states that permit fleet rates, the people of Washington appear well satisfied with conditions existing in that state, and nothing has ever happened to change his opinion on the subject.

Logical Evolution, Dunham Says

Commissioner Dunham in his remarks regarded fleet rating as a logical evolution in the business but urged an amendment to the Minnesota plan and offered a resolution to the effect that "it is the opinion of this Convention that the practice of fleet rating is a proper development when confined to automobiles of any and all types under single unit ownership and operation, but not permissible with privately owned cars of executives, employees or others." These papers were referred to the miscellaneous committee. Before adjournment a resolution of-

ferred by Mr. Beha was adopted, providing that an interesting paper read by Colonel Button at the October meeting of the International Association of Casualty & Surety Underwriters, entitled "Reminiscences," and which reviewed some of the work of the Convention, be printed as part of the record of this session.

Consider Woods' Library Plan

A committee was appointed to consider a telegram from Edward A. Woods of Pittsburgh, asking endorsement and approval by the Convention of steps being taken to establish a historical library of insurance literature. Following adjournment the afternoon was devoted to a visit by automobile to the Cecil B. DeMille motion picture studio, where the masterpiece, "The King of Kings," is being produced, and where the court room scene, in which Christ is brought before Pontius Pilate for trial, was filmed. Last night the commissioners were entertained at dinner at the home of Lee A. Phillips, executive vice-president of the Pacific Mutual Life. The ladies attending the Convention were guests at a banquet at the Biltmore Hotel, followed by a theater party.

Today was to be devoted to an automobile ride, with dinner at the Westport Beach Club, Playa Del Rey. The Convention will resume its session Thursday morning. Judge Conn states that in point of attendance of commissioners, this is the largest gathering in recent years.

Dayton Has Sales Congress

Between 400 and 500 life agents of Dayton, O., and nearby cities in Ohio attended the fourth annual Life Insurance Congress in that city this week. The congress was held under the auspices of the Dayton Association of Life Underwriters. Agents were present from Lima, Columbus, Springfield, Cincinnati, Hamilton, Middletown and other cities.

NATIONAL L. & A. HAS SILVER ANNIVERSARY

Big Convention Held to Celebrate Work of Jubilee Year

VETERANS ARE HONORED

Nashville Meeting Is Occasion for Considering Rapid Growth of Company in Quarter Century

NASHVILLE, TENN., Nov. 16.—More than 500 field agents of the National Life & Accident, representing 21 states, were guests of the company for three days last week. They were chosen from a force of about 3,000 agents for outstanding work during the silver jubilee year of the company, and in the course of their visit to the home office were banqueted, taken on automobile rides to historic parts of the county and entertained in many other ways by the executives and the office force of the company. A special car brought a large number of men from Texas and a special train, gayly decorated and with flags waving from its coaches, arrived from the western division.

Honor "Old Guard"

Besides the men of the silver jubilee group, the "old guard," made up of men of the company, who have served it since its inception in 1901, was honored by the executives. Service pins were presented to all employees who have been with the company 15 years. The "old

guard" was honored at a meeting on the morning of the opening day of the meeting. There were 19 men left of the 60 men who formed the company's active forces in 1902. Tributes to them were paid by the six leading executives, who have directed affairs of the National Life & Accident for the last 25 years. They are C. A. Craig, president; W. R. Wills, vice-president; C. R. Clements, T. J. Tyne, R. E. Fort and N. H. White. Following the arrival of the six leading executives, the men presented a bronze tablet to them on behalf of the field forces.

President Craig Extends Welcome

After a roll call of the entire assemblage, C. R. Clements, who served as chairman, made a short address of welcome. He said that the agents had already won their spurs and declared that but for the loyalty of the field men, the company would have lost heart. He introduced President C. A. Craig, who spoke in part as follows: "Twenty-five years is a long time in the span of human life. As I think of this quarter of a century of work, a panorama comes before me, and I would that I could tell you of the dreams and visions of those old days. Some 25 of us have lived to see our visions come true and our dreams realized; but most of you are but young men and know little of the business history of the company prior to the present organization. When the roll is called for our golden jubilee, but few of our old guard will be present. This is our day, the day of the old guard, and I believe you will pardon us if we talk of ourselves."

Tribute to the momentum and power given to the company by the field men was paid by W. R. Wills. "We want to urge upon you the family idea of this organization," he said. "We have tried to render service to our policyholders and our agents at all times. This assemblage carries a deep sense of responsibility to us. Nashville is proud of the

(CONTINUED ON PAGE 34)



LIFE INSURANCE as a PROFESSION

DID you ever stop to consider what real pleasure there is in the work of the successful life insurance salesman?

Is there another profession in which opportunities are greater and the pay so good?

New fields of service are constantly coming up for the life insurance man. And with

every policy sold comes the feeling of a new friend made and a real service rendered.

The Life Insurance profession is daily attracting high class men from other walks of life because of these opportunities and the assurance that they can build for themselves a future income.

*Good Open Territory for
High Class Men*

International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President DAVID W. HILL, Vice-President
W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents

Why THE PEOPLES LIFE?

Because—

LIFE insurance selling is more than a job. It is a service. Not only does the man who sells life insurance secure a liberal reward for his work, but he is well paid in satisfaction. What greater thrill can one experience than the thought that through his efforts some Bobby's education has been assured or that some Marie has been kept from an orphan asylum.

HOW well you succeed in the life insurance profession depends on two factors—yourself and the company you represent. Why not write E. J. Cotter of the Peoples Life and arrange for an interview that will determine whether or not life insurance is the work for you.

**The
PEOPLES LIFE
INSURANCE COMPANY
ILLINOIS**

130 NORTH WELLS STREET, CHICAGO

BOOKS! BOOKS! BOOKS!

The National Underwriter

BECOMES CO-PUBLISHER OF THE

INTERNATIONAL LIFE UNDERWRITERS LIBRARY

BELIEVING that the education and training of the salesman is the most important problem in life insurance today, the National Underwriter has announced from time to time new publications and services with the result that the equipment it now offers stands unrivaled both as to variety and quality as well as its marketing facilities.

It now makes one of its most important announcements, in connection with its entry into the book publishing field.

Commencing November 1st it becomes co-publisher with A. S. Crofts & Company of

THE INTERNATIONAL LIFE UNDERWRITERS LIBRARY

And by arrangement will publish, in combination with the Rough Notes Company, its own editions of the valuable books comprising this library. This contract is made without disturbing the existing arrangement with the National Association of Life Underwriters, and others. Instead of getting out books of its own along similar lines it simply provides for a wider distribution, through its extensive sales organization, of books already on the market. The National Underwriter believes that every life underwriter should own his own library and that he should build this up systematically; he should have his "two-foot book shelf".

JOIN THE BOOK-USERS CLUB—10% SAVED

IN order to encourage the systematic purchase of good books and the building up of a library, as well as to reduce the cost of marketing, the company has evolved the plan of the "Book Users Club."

This plan in simple is that the member shall start with the International Library and add other books selected by the publisher from time to time, the member receiving a discount of ten percent, if at least ten books are bought; the discount to apply on the tenth or ninth and tenth books published, and to be given directly on each book thereafter as paid for.

The costs of books have increased steadily within recent years; step into any book shop and price the class of books—novels, etc.—that formerly sold for \$1.50 and it will be found that they have increased to \$2.50 or \$3.00. In the insurance book field, where the sale is more restricted and costs for smaller editions higher, we have held to these and even lower prices, although the binding, paper and style are equal to those of standard books enjoying a much larger distribution.

By purchasing books as they come out the buyer is supplied with one carefully selected book at a time, at convenient intervals (usually about two months), and is at the same time building a reference library that will be invaluable in future work.

"The Book House"

THE Company announces the establishment of a book department at Cincinnati with L. H. Martin, Jr., in charge as manager. The department will be housed in the company's new annex building at 413 Arch Street. In this building will be kept an ample supply of all valuable life insurance books. Shipments will be made promptly on all orders. Here will be maintained a real "book exchange" for life insurance books of every description. Life insurance men visiting Cincinnati are cordially invited to call and look over what is probably the most complete stock of life insurance literature to be found on sale anywhere.

The International Library

THE International Life Underwriters Library comprises eight books, each by a well-known author and treating an important phase of life insurance field work. It has been planned under the super-

vision of an advisory board consisting of E. A. Woods, president of the Edward A. Woods Co., Pittsburgh; Ernest J. Clark, State Agent, John Hancock Mutual, Baltimore; Graham C. Wells, General Agent, Provident Mutual, New York; W. Lyle Reed, Division Manager, Sun Life of Canada and Winslow Russell, Vice-President, Phoenix Mutual Life, all of whom have made a study of life insurance education and salesmanship. The library is officially endorsed by the National Association of Life Underwriters and by the Life Underwriters Association of Canada.

Of the eight books in the library, three have already been issued and the others will appear at intervals of two months or less. Full descriptions of the books are to be found on the opposite page.

Pay As You Go

USUALLY libraries of this sort are offered on the instalment plan, so much down, and so much per month. The publishers believe that it is much better to take the order in advance for the complete library, bill for each copy as it comes out, and give the ten percent discount on the last books. The privilege of the ten percent discount will be extended to any books that may be added to the Library in the future, if ordered through us, and also to books issued by the National Underwriter Company which the publishers feel will round out and supplement the library.

By signing the following blank you are not only assured of the International Library complete, on an easy plan of payment, but instead of having the whole set sent you at once, you receive them at intervals, pay for them as they come and by the time the library is complete you will probably have read all of them and will know how to use them afterwards for reference.

On an average price, the ten percent discount on ten books would give you the last volume free of charge. Remember, the library itself is not sent on approval; only the books that may be ordered in addition to the library. If, however, you have already purchased or read any of the books in the library which have recently come out, you may cross them off your order blank and they will not be sent or charged to you. Sign this blank and you will be assured of receiving at least ten good books within a year's time.

The National Underwriter Company, Co-Publishers,
The International Life Underwriters Library,
420 E. Fourth St., Cincinnati, Ohio.

You may enter me as a member of your BOOK USERS CLUB. Send me at once the books of the International Life Underwriters Library already issued, and the others as fast as published, billing at the regular price as sent.

You may also send me on approval, with privilege of examination and return within ten days, any other NEW Books which you may get out in the future along educational and salesmanship lines, this to apply only on books not yet published, and which in your judgment I would wish to add to my life insurance library. (If this clause is objected to, cross it out.)

In consideration of my ordering at least ten books as issued, I am to have a DISCOUNT OF TEN PERCENT on the total cost price, discounts to be applied on the tenth or ninth and tenth books so ordered, and thereafter on all books of this nature published by you, which I decide to keep. The discount is not to apply on books merely handled by you for other publishers.

In the case of the three books first listed, already issued, please

..... 1926
do not send any which I have crossed out as I have either already purchased them or have books of a similar nature.

Books in the International Life Underwriters Library:
"Creating and Conserving Estates" by E. A. Woods and A. C. Robinson.....\$3.00
"Life Insurance as a Life Work," Hugh D. Hart..... 2.00
"Forty Unusual Plans for Selling Life Insurance," J. Stanley Edwards..... 2.50
"Mental Attitude," by Mansur B. Oakes.
"Selling Business Life Insurance," by Chas. J. Rockwell.
"Selling Program Insurance," by James Elton Bragg.
"Publicity Methods for Life Underwriters," Arthur H. Reddall.
"Life Insurance Salesmanship," by Chas. J. Rockwell.
"Selling the Salary Insurance Plan," by Richard L. Place..\$2.00

Name
Company
Address

Books written with a fresh viewpoint; by experts in their subjects; books of today, not of yesterday; they will stimulate you.

Life Insurance As A Life Work (Now Ready)

By HUGH D. HART

Mr. Hart's book is an admirable achievement. With clarity and insight into human nature he has written a book which is unsurpassed to serve the following purposes:

First, to provide general agents with the arguments that the author in his thirteen years as a general manager has developed to secure men.

Second, to be used by general agents as a time saver by turning it over to prospective agents to read and thus selling them the life insurance business without loss of time.

Third, to be used as a text book in training classes.

Fourth, to help new men in the early part of their life insurance careers.

Fifth, to inspire agents of long experience who are in danger of growing stale to new enthusiasm and a new viewpoint toward their vocation.

Price \$2.00 postpaid

Creating and Conserving Estates (Now Ready)

Cooperation Between Life Insurance
and Trust Companies

By

ALEXANDER C. ROBINSON

and

EDWARD A. WOODS

A timely contribution of two of the outstanding men in their respective fields to the development of active co-operation between trust companies and life insurance companies through their underwriters.

It contains many tables and charts based upon data from official sources and upon the results of extensive and painstaking researches made especially for this book. Also there are examples of insurance trusts, funded and unfunded, that have been made by successful business men.

Price \$3.00 postpaid

Forty Unusual Plans for Selling Life Insurance (Now Ready)

By J. STANLEY EDWARDS

An assembly of unique selling plans which have been contributed by leading underwriters of the United States and Canada. Each plan has added something to the success of the man who has written it and each one is a practical, workable idea.

This book in the hands of general agents will provide them text and material for their weekly agents' meetings for practically a year.

Among the plans there are:
How an Agent Is Using the Radio.
Unusual Approach to a Banker.
Eliminating Competition in Selling Business Insurance.

How a Car Closed a Case.
An Agent Has His Own Picture Show.
Selling With an Interest Table.

Using the Expectancy Table in Selling.
The Tin Box Method.

Selling by Mail.
Selling Life Insurance by Telegraph.

Selling by Photograph.
How One Agent Wrote Five Million in One Year.

Price \$3.50 postpaid

Mental Attitude

By MANSUR B. OAKES

President, Insurance R. & R. Service

The author develops the possibilities that abound for the salesman who gets into the right frame of mind. He then shows how to build up a program of life that will put a salesman in the right frame of mind and how to keep such a check upon his activities that the salesman knows that he is traveling along the straight and narrow path to his goals.

When a salesman is so working the effects of his programmed life upon his prospects will result in a near-perpetual motion chain of actions and reactions due to mental attitude.

Selling Business Life Insurance

By CHARLES J. ROCKWELL

Of the Rockwell School

This presentation shows how Life Insurance can be employed by business enterprises whether these be concerns owned by one individual, partnerships or corporations. The problems confronting each type of ownership are separately considered. The legal and economic situations which death may precipitate are discussed and solutions presented. Among these are Unexpected Maturity of Liabilities, Readjustment of Managerial Personnel, Transfers of Ownership and Final Distributions of Net Worth. In addition to these the special services of Life Insurance in connection with trade credit and loans, raising or increasing capital investments, profit-sharing and bonus plans, the capitalization of Good-Will and various types of sinking funds are demonstrated.

Selling Program Insurance

By JAMES ELTON BRAGG

Vice-President, Manhattan Life

This work embodies—a "Why" and "How"—discussion of the more important phases of a subject which has captivated the imagination of America's life underwriters. It is not a complete treatise on the subject but rather a hand book of the principles underlying professional life underwriting and of some of the methods which have been used successfully in the practical applications in the field of the service ideal in life insurance. With this ideal it develops the selling aspects of program insurance.

Publicity Methods For Life Underwriters

By ARTHUR H. REDDALL

Advertising Manager, Equitable Life

The book deals in a practical way with all the usual forms of advertising media—newspapers, circulars, direct mail, booklets, pamphlets and their use, novelties, motion picture theatre stereopticons, and various miscellaneous forms, with suggestions for their employment by the life underwriter. It shows how the agent can use to advantage the advertising and sales promotion material issued by his own company, supplemented by such local publicity as he individually may inaugurate. Typical advertising forms, a variety of circular letters covering the most common life insurance needs, specimen advertising stereopticons, the preparation of mailing lists and their use, and many other valuable hints are given.

Practical Life Insurance Salesmanship

By CHARLES J. ROCKWELL

Based on the modern concept that salesmanship must concern itself with the whole process of establishing and then maintaining a permanent and progressively profitable business through the improvements of one's equipment to render continuously valuable services to an increasing number of people; and that its practice involves the capacity to interestingly present such services so that their adoption shall be favorably considered.

The entire field of business-building is therefore covered; from the search for prospect material, the conception and planning of services for them, to the salesman's behavior in undertaking their presentation. Written in a non-technical way, and yet based on sound scientific principles, the work reflects the author's own long and varied experience extending over fifteen years in personally selling life insurance and in selecting and training others to do so.

Other good books will follow. Put yourself in the way of SYSTEMATIC READING AND STUDY—have a life insurance bookshelf. Join the BOOK-USER'S CLUB. Membership blank on bottom of opposite page.

VIEWS ON SPEEDING UP THE SALES FORCE

Speakers at Agency Officers Convention Tell of Various Methods in Use

AVERAGE MAN HELD BEST

Search for Big Man Waste of Time—
Holderness Puts Duty Up to
General Agent

Various angles of the question of speeding up the sales force were presented in the discussion of this problem at the annual meeting of the Association of Life Agency Officers in Chicago this week. A number of company agency officers presented their views, showing somewhat of a conflict of opinion as to the manner and the extent of forcing business, but an agreement in the view that home offices should definitely aid in the development of the business.

H. M. Holderness, superintendent of agents of the Connecticut Mutual, said that he was not so much concerned in speeding up the agents as with sustaining and building up the present manpower. He said that his company believes in centering activities around the chief functional unit, the general agent, and thus relies largely upon the general agent for the speeding up process.

Not Liked by General Agents

He said that his company has tried drives and special campaigns of one kind or another but have not had a particularly favorable reaction in the field. The general agents did not heartily respond and in some cases felt that the company was assuming the management of the agents in heading such work. Therefore, in 1919 the company adopted a policy of "hands-off" regarding pressure for volume. He said, however, that that did not end the company's relationship to production, for the company now measures the general agent by his organization and thus the general agent is held responsible for sustaining both the business and the manpower of his individual unit.

Offers Help to Managers

Mr. Holderness said that if an office puts on well-trained men, it need not bother about them, if properly sustained by helps. His company helps the manager in the matter of selection by books on selling the agents and definite presentations. He said these standardized helps are offered the general agents not for adoption, but for adaptation to their needs. They are given as suggestions applicable in some way to practically all cases and the general agent can use it as a guide, though not adopting it verbatim. The company also offers educational courses, reading matter and sales services.

Stimulators Are Used

All these are handed to the agent by the manager and represent home office cooperation in field work. Mr. Holderness said that some stimulators are used, such as quotas, app-a-week campaigns, daily report systems and similar constant efforts that do not interfere with agency management. Mr. Holderness said that the company also urges frequent general agency conferences, as these are of particular benefit in developing loyalty, esteem and brotherly cooperation, the fundamental essentials for the development of a successful general agency.

Dr. John A. Stevenson, vice-president of the Equitable Life of New York, gave a detailed analysis of the agency

helps which his company extends to its agency managers and also to its field men. Mr. Stevenson said that in the first place his company selects men, not members of certain professions. That is, it looks on the prospect as a man and not as a barber, banker or storekeeper. He said that this is the job of the manager. The managers should look for men regardless of their occupation and not continue the search for this or that occupation which will produce the greater number of successful life underwriters. He also said that the managers could well forget their search for supermen and go into the field looking for good average men.

Waste Time Seeking Big Men

Mr. Stevenson said that he believed much time is wasted in going after big men. He does not believe that it produces adequate results to warrant the time and energy thus spent. He cited the case of a meeting of his own agency managers at which he asked for a show of hands regarding the number who had been earning \$5,000 a year before they entered the life insurance business. He said that the showing was so small as to be negligible. It was his opinion that this was an indication that possibly the most substantial agency force can be drawn from good average men, rather than supermen of the community. He also said he believed there is too great a machinery established for the selection of men, which could be done away with in a large part.

Produce Excellent Results

Mr. Stevenson said that the Equitable Life has developed certain definite agency helps which have been productive of excellent results. The company has a correspondence course which some 6,000 of its 8,000 agents are taking. This help and others, he believed, were the kind that are appreciated in the field and develop the new man as well as the old man. Mr. Stevenson said that in his opinion it is the task of the agency manager and the company to look after the new man, when selected, rather than to forget him and look for more new men. It is important to get him to making money as quickly as possible, as the first few months are a testing period and discouragement during that period may result in failure.

Work Hard to Excel

The Equitable Life gives home office assistance in the establishment of quotas, believing that the agent will do more business with an objective than without. Mr. Stevenson pointed out that sometimes men will work harder to excel and achieve definite goals, than they will simply to make money. The company also uses a daily report system and believes this is productive of great results, if it can be adequately established. He pointed out that when the agent believes he is "too good" to continue this daily report system, he is removing from himself one of the best helps that have made him a good agent.

Quit When in Doubt

Another aid used by the company is the inter-agency contest and still another is the club organization. Referring to agency conferences, Mr. Stevenson said that these are of vital importance when there is something definite about which to have a conference. He said, however, that when the agency manager asks the question, "What will we discuss at our agency conferences," that agency manager might better discontinue his conferences, for they will be meetings and not conferences. The Equitable Life also uses the bulletin system as an agency aid and all of the large agencies have their own bulletins as well.

Use of "Literature"

Somewhere in conjunction with the bulletin is the use of literature, which Mr. Stevenson has found is difficult to apply. He said that the company spends much time and effort and money in drawing up elaborate sales literature, but has found in the past that much of this is unused. Thus the company has

adopted the system of selling the literature to the agent first in order that he may use it among his prospects. Every new piece of literature is directed personally to each agent in the field with a letter explaining how to use it. Accompanying this are blanks requesting supplies of the literature, so that only those who really wish to use it are furnished with it.

Would Not Need Agents

The company is often asked, "Will it sell," referring to this or that piece of literature. Mr. Stevenson's reply is always, "I hope not." He said that literature is not intended to sell the business, but merely to be used as an auxiliary for the field man. He said that if the literature would sell the business there would be no need for agents.

The Equitable Life has developed contests to a very large extent and has found it most practical to tie these up wherever possible with national events. Thus, Thrift Week, American Educational Week, Lincoln's birthday, Boys' Week, Independence Week, and countless other events are used to tie up contests and campaigns. The reason for this as pointed out by Mr. Stevenson is that the agents are given the benefit of the nationwide publicity on these special events and with this before the prospect can launch directly into the sale of a policy applicable to the event then before the public. If it is American education week a definite educational policy can be sold without the preliminaries, the prospect being well aware of the fundamentals through the newspaper publicity that has been given to the week itself.

Results of Drives

As for the results from these drives the company recently made a check-up because complaints have been received from the outside that this "drive business" was not permanent. The company found, however, that there was only 5 percent more of this business not taken after applied for than with regular business. In view of the fact that such records as \$120,000,000 in 10 days have been established during these drives, they believe the slight loss is more than offset by the increase in business. Furthermore, these drives are of great aid to the new man in furnishing prospects, the furnishing of prospects being the most important thing the company can offer the newcomer.

Second Year Slumps

Mr. Stephenson said that his company has also analyzed the question of second year slumps. It is found that the untrained men show a 10 to 15 percent decrease in business in the second year, but that the trained men show an increase of 7 percent. He pointed out that this was not a large increase and efforts should be directed to increasing that, but it did show that if adequate training is given the new man there will be no second year slump. Training remedies the situation. He said that to prevent the second year slump the agency manager and company need only be certain that in the first year the new man has been taught how to sell and how to find prospects. He said that he had concluded from the analysis of the business of his men that there were only two reasons why the new man did not prosper, one being pure laziness and the other plain lack of courage. These can be largely overcome by the aid and direction of the agency manager through home office help.

Definite Greeting for New Men

W. C. Schuppel, superintendent of agents of the Oregon Life, told of the many agency helps which his company uses to speed up the men in the field. He said that the most important move is to give the new man the right start and for this reason the first step is to launch the man definitely and wholeheartedly into the business. Just as a minor, but very important factor, each new man is started in his agency by appointment; that is, there is nothing so disconcerting to a new man as to

start in without a definite greeting and thus a definite appointment is made in order that the agency manager will be on the scene to properly greet and launch the beginner.

The beginner is first impressed with the idea that he need not worry about actuarial problems and statistical affairs, as he is not an adding machine or an actuary and the company will take care of those problems for him. The agent is then given a course of study covering several days and finally prepared to go into the field. The agency manager stands ready to give help if necessary, though this not necessarily regarded as the best method of starting the new man. If the man is hesitant about making the start then the supervisor cooperates, but not otherwise. The field cooperation is valuable for checking certain sales failures, such as over talking. He said that in this connection agents could profit by some such scheme as an enthusiasm thermometer for the prospect, to know just when the proper temperature is reached so that the approach can be concluded.

Marks to Be Reached

Mr. Schuppel said that the company has a number of definite speeding up aids, among which are producers clubs, century club, quotas, service department helps. One help that has produced good results has been the Century Club, qualification for which is the production of 100 applications on 100 lives for \$1,000 each or more. That results in a good business for the qualified agent. Another help has been the millionaires club which does not imply the production of \$1,000,000 of business in a year, but \$1,000,000 in force. Thus even in the case of a smaller company the qualification standards can be met. As for the quotas, Mr. Schuppel said that he believed the man who knows where he is going has a better chance of arriving there than the man who is wandering aimlessly in the field.

Help Older Men, Too

He said that the company also urges association cooperation, as he believes the association helps the man. Particularly its study courses are of great aid to the newcomer in the field. Mr. Schuppel said that the second year's slump can be readily overcome if the first year's work is done properly. The company does however recognize that the older men have equal difficulties and thus has helps for the older men as well as the new men. He said that the company uses advertising extensively as it is not only an excellent sales aid, but it is valuable for saving the time of the men. Even the \$10,000 men lose much time and money by waiting in the office to see the prospect, when the particular matter under discussion could be adequately handled by mail. Thus advertising has a definite place in the program of even the large producer.

In summing up the discussions Charles Hommeyer of the Union Central Life, chairman of the association, said that he believed that in the selection and handling of men the companies are not doing them a kindness unless they make good in life insurance. In fact the companies are doing an unkindness to the unsuccessful men taken in. Thus selection is an important factor. He believes that there is not a failure in the business for which responsibility is not shared by the company.

Has Two Months' Contest

The Midland Mutual Life is running a contest for November and December on paid for business. For the highest amount of paid for business in the two months, a prize of \$500 is offered. The second prize is \$250, both first and second prizes going on volume. Another prize of \$150 is offered for the agent who exceeds his quota by the greatest percentage, and \$100 to the second agent on percentage over quota. Only paid for business on the annual basis counts. Semi-annuals count for half and quarterlies for one-fourth of the annual premium.

INDUSTRIAL INSURERS' PLAN SURETY COMPANY

Vice-President of Conference Ad-
vocates Method of Bonding
Agents

EXPENSE WOULD BE SMALL

Existing Commercial Organizations Are
Reluctant to Guarantee Funds
Handled by Men on Debit

By GEORGE R. KENDALL
President Washington Fidelity National

[Mr. Kendall suggested the idea of organizing a surety company to bond agents at the convention of the Industrial Insurers' Conference, of which he is vice-president, held in Jacksonville, Fla., this week.]

The plans now generally in use among us for the bonding of our industrial agents are far from satisfactory, whether considered from the standpoint of the honest agent or the company. If a cash bond large enough to protect the company in any contingency is required of the applicant for an agency it will, in very many cases, bar his employment or else work such a hardship on him that he will never feel comfortable in his job. If the cash bond asked for is just large enough to cover the amount of his debit, the unscrupulous agent generally manages to have a still larger shortage when he is financed, and the chances for the company to recover are usually nil. Experience has shown that real estate bonds and personal bonds are even more unsatisfactory than cash bonds, because when a test comes the security given is usually found to be of the blue sky variety.

Form Own Surety Company

The only really satisfactory bond is the bond issued by a reliable surety company. Unfortunately, it is difficult, and sometimes impossible, to secure such bonds on industrial agents for various reasons with which you are all more or less familiar. Such being the case, why should not the companies belonging to the Industrial Insurers' Conference organize a surety company of their own for the sole purpose of bonding their own agents? Under such a plan, when one of our companies receives an application from a man for an agency, it will be forwarded to our own surety company for investigation. After a careful examination of the man's references and past record—and this examination should be just as thorough and impartial as though it were done by one of the highest class existing bonding companies—our surety company would report back stating whether or not it will accept the risk. As the man's application would, in effect, be an application both for an agency and a bond, this procedure would naturally call for a uniform agency application blank to be used by all the participating companies.

Let Applicant Pay for Bond

If our surety company reports that it is willing to bond the applicant for the amount asked for, the accepting of the application will still be optional with the insurance company. In case the surety company turns down the risk, the insurance company will naturally refuse to employ the applicant. Of course, it should always be possible to reopen a case for further consideration when additional information about the applicant turns up, and such a reconsideration is asked for either by the agent or the company. The cost of the bond should be paid by the applicant.

Such a surety company will, to all in-

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President
Illinois Life Insurance Co., Before Life
Agency Officers Association, Chicago
November, 1925.

Illinois Life Insurance Co.

CHICAGO

James W. Stevens, Founder

Greatest Illinois Company

1212 LAKE SHORE DRIVE

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

tents and purposes, become an industrial agent clearing house for the companies belonging to the conference. The practical result of the plan will be the gradual elimination of the fly-by-night agents who now infest our business. To drive such undesirables out of our business is not only highly desirable, but absolutely necessary. And the "beauty" of this plan is that while it puts up the bars against undesirables it, on the other hand, protects the honest agent. A really good man will not object to having his past record gone over. He will welcome the opportunity to prove that he is worthy of the responsibilities which rest on a debit man. It is obvious that such a surety bond will have a most beneficial moral effect on the agent.

Advantages of Plan

It goes without saying that such a surety company must have at its head a thoroughly competent and experienced surety bond man with a successful record behind him. If he is also familiar with the industrial insurance business, so much the better. If not, he should have the assistance of some tested industrial insurance man who knows from experience every kink and twist and turn in our business. Such a surety company would have at its disposal facilities for investigation and sources of information which few, if any, of our companies now possess. That the work could be done much better than is now usually the case there can be no doubt. It will tend to relieve our home offices of much work connected with our present systems for the investigation of applications for agencies. The superintendents or managers of our district offices will become more circumspect in selecting candidates. They will have to get out and dig for real material with which to fill their staffs instead of simply sitting in their office chairs waiting for chronic rounders to turn up.

Expense Would Be Low

The cost of this service would be reasonable; certainly not greater, if as much, as is now charged by reputable surety concerns. There would be little or no promotion expense in organizing the company. As it will really be carrying on a mail order bond insurance business, it need not be admitted to any state except the one in which it is incorporated. No elaborate or expensive quarters are required. The biggest saving of all, however, will be the entire elimination of all sales expenses, the business will come without the need of any solicitation. I should like to recommend that this convention authorize the appointment of a committee to study the whole matter and report on it at our next convention.

National Fidelity Has New Department

P. K. Rembert, for the past 3½ years assistant manager of the Blue Valley district of the Metropolitan Life in Kansas City, has resigned to become supervisor of the income and inheritance tax department of the National Fidelity Life of that city. During his connection with the Metropolitan Mr. Rembert devoted his time entirely to income and inheritance tax insurance. In taking Mr. Rembert into its organization the National Fidelity has created a separate department for this field of insurance.

Discusses General Agency Problems

Problems of the life insurance business as they affect the general agents of the Northwestern Mutual Life were discussed at the annual meeting of the executive committee of the general agents' association of the company, held at the home office in Milwaukee last week. Officers of the company met with the executive committee of the association. Officers of the general agents' association attending the meeting were: President, Ralph Hobart, Hobart & Oates, Chicago; vice-president, Clarence H. Poindexter, C. H. & U. H. Poindexter, Kansas City, Kan.; Sam C. Pearson, Pearson & Larson, Kansas City, Mo.

SPECULATION IN LIFE COMPANIES CONDEMNED

Gives Public Bad Impression of the Entire Insurance Business

UNDERMINES CONFIDENCE

Practices Can Be Stopped by United Opposition of State Officials, Press and Organizations

BY JOHN R. DUMONT
Commissioner of Nebraska

[The following extracts were taken from an address given before the National Convention of Insurance Commissioners in Los Angeles.]

Anyone who imagines that a monopoly can be secured in the life or any other branch of the business needs to be examined by specialists. Insurance companies with such small percentages of fixed assets, and with laws in every state forcing the companies to keep these assets almost entirely in liquid securities, makes it comparatively easy to start a new company, almost over night. Competition keeps down excessive rates. If a temporary monopoly were secured and rates advanced, we all know that new companies would spring up like mushrooms. This beyond a doubt effectually forestalls any chance for monopoly, so that any purchases made with this object in view can be classed as the wild dreams of the uninformed.

No Excuse for Speculation

Purchase made for speculation, I believe, should be relegated to the regions of the damned. In all of my experience and research I have yet to find any good excuse for this form of manipulation. I have been approached from time to time by "insurance vultures," and that is exactly what they are, inquiring as to my attitude on this question. Each one has been told in no uncertain terms that the Nebraska department does not favor or encourage such practices, and will do everything possible to hinder and upset any deals of this kind which we suspect are fostered for promotion and speculation.

Forced Sales a Blot

Forced sales may be occasioned by mismanagement or may possibly be the result of the manipulations of the so-called "vultures." In either case the result is a blot on the fair name of insurance. The best remedy I can suggest to stop mismanagement is to see that it never starts. This can be accomplished by the careful supervision by the insurance department during the period of organization of a company, followed by an examination shortly after the end of its first year, and regularly thereafter.

Grave Responsibility on Department

We are fortunate in Nebraska in having large discretion in passing on the qualifications of the executives of a new company. Relying upon these sections I have been quite successful in forestalling several schemes of pure promotion. Other sections of the law I have interpreted in a manner aimed to discourage promoters starting on a "shoestring." Much depends on the attitude of the insurance department head, and I feel a grave responsibility rests upon the commissioner in approving or disapproving the formation of a new company. Some of you may not have as broad powers as are granted to my department but there are often other ways to control such ventures. After the organization is completed, proper and careful examinations will keep the house in order. Therefore, I contend that the responsi-

bility for companies being sold on account of mismanagement falls chiefly on the insurance department.

Greed Is Root of Trouble

Greed is a hard word to use, and still it fits the situation. It is not supposed to be in the vocabulary of life insurance, and still we occasionally run across those men who say, "Why should I not take advantage of this opportunity?" These men have no idea of retiring from the business; they care nothing for the effect the sale will have on hundreds and thousands of others who may suffer. This type is not of the true gentry of life insurance.

Mergers usually are the result of purchases or sales, and thus need little further discussion. There are other forms of merger, however, emanating from a desire to change from an assessment or mutual form of company to a stock or legal reserve basis and are better known as conversions. Under the laws of most states such changes are permissible, but are subject to the vote of the members and the approval of the insurance department. If these conversions are not



JOHN R. DUMONT
Nebraska Insurance Commissioner

legal in some states, then I believe the laws should be corrected. There is one grave danger in such changes which should be pointed out and guarded against. In some instances the conversion is made so that the officers may gain control in order to sell out and reap a profit.

Officers Have Nothing to Sell

In this connection, the question often arises as to the proprietary interest of the officers of an assessment association or mutual company. It is perfectly natural that they should feel that they have something saleable, after years of developing such a company. There is really room for argument on this subject, until you face the law. I believe the statutes of practically every state hold that the executive of such a company owns no more than any other policyholder or member. How then has he anything to sell? Our law also clearly sets out the plan which must be followed in all cases of reinsurance or merger, and has proved to be very effective. We have another section which stipulates plainly how any company, association or society may change its method of doing business. Both of these sections have been proven workable and are a real safeguard to the public, if properly administered.

Effect Is Far-Reaching

Having discussed the various reasons for purchases, sales and mergers, the next question naturally follows: "What is the effect of these transactions?" The effect in my opinion is very far-reaching. They affect the insurance business in general, the policyholders, the agents and the public mind. The business in general suffers from public opinion. The average citizen gathers a bad impression

of all insurance when he sees broadcasted the fact that someone has sold out at a large profit. Naturally, the thought arises that the public is paying more than necessary for protection. If, on the other hand, it is a merger or sale due to mismanagement it creates a distrust which reflects on all like companies.

Retiring Company a Failure

I deem it is opportune at this time to quote from an editorial of THE NATIONAL UNDERWRITER which appeared in the June 25, 1926, issue:

"It goes without saying that any life company which retires from business is a failure, from the insurance standpoint. It makes no difference whether the company made money for its stockholders or not; the insurance business is conducted just as much for the public and for the agent as for the stockholders. Insurance men are not particularly gleeful when a company sells out and is able to announce that it has made two or three hundred percent more or less for the men not in the insurance business who put up the money. The insurance business wants its stockholders to make a legitimate profit on their investment, but there are intangible values which are destroyed by a reinsurance or a sale and this loss is sustained by the insurance fraternity as a whole.

Insurance Success Essential

"When a new company starts it is assumed that its intentions are to make an insurance as well as a financial success. For the management of a company to feel that it has triumphed when they have sold it out so as to make a profit for its stockholders is an entirely wrong conception of the functions, duties and responsibilities that go with the conduct of a company. A sell-out or a reinsurance therefore must be counted as a failure, not a success."

Mergers Not Constructive

To give you the opinion of another, I quote I. P. Mantz, consulting actuary, who says: "There is nothing constructive about these mergers and consolidations of life insurance companies as they are generally brought about. It is simply another method of exploiting helpless and uninformed stockholders and policyholders who have been induced to invest their money in an enterprise organized, in the first instance, exclusively for the benefit of its promoters."

Pay Unreasonable Prices

We all know that the prices which have been paid for some companies are beyond all reason and are the result of pure speculation and promotion. We further know that some purchases have been made by men absolutely unacquainted with the insurance business and often they are unqualified to manage such an institution. They may have been successful in some other line but wholly incapable of conducting the affairs of an insurance company. We who are in constant contact know that the insurance business, while in many respects it is similar to others, is highly technical and vastly different from any other business. Where is the responsibility for such sales to be placed? Is there not a reasonable responsibility on the officers of the companies as well as on the insurance commissioners, to help put a stop to these wildcat methods?

May Precipitate Investigation

I have faith that the situation can be kept in hand by proper cooperation. If not, it may have disastrous results to many. If allowed to go unchecked it may lead to an investigation worse than the Armstrong, or to unwisely legislation which is always at your elbow, or possibly to a generally mutualization of all stock life companies.

Business Should Regulate Itself

I am personally decidedly opposed to legislation, or having the state take control of any situation which can best be handled otherwise. Investigations are expensive and seldom result in real cure. The tendency today is away from need-

less legislation and state interference in business. Business, other than natural monopolies should regulate itself.

I am satisfied that if all insurance departments, company organizations, agents' organizations and the press take a decided stand against pure promotion schemes and speculation that these will come to a sudden stop. The insurance press has very generally discussed this subject during recent months and if there is a noticeable lull at the present time, I feel much credit is due to the publicity given by these journals. I trust that these agencies will continue from time to time to use their unquestioned influence in discouraging such practices.

Methods Condemned

On Oct. 15, 1925, the American Life Convention unanimously passed the following resolution: "Resolved, that organized efforts to secure stock control of a life insurance company without the knowledge, consent or approval of those responsible for its conduct, by interests or individuals connected with another company, or attempts to exploit a life insurance company by manipulations of the stock, are improper, unethical, prejudicial to the business, and that such methods are condemned by the American Life Convention."

I believe this resolution is to the point and should have the unqualified support of this convention. I therefore offer and recommend a similar resolution which I will hand to the proper committee, for the consideration of this convention as follows:

Resolution Offered

"Resolved, that this convention here assembled wholeheartedly approves the action taken by the American Life Convention on the subject of the sale of life insurance companies as expressed in a resolution unanimously passed by the said association on Oct. 15, 1925; and be it further

"Resolved, that the National Convention of Insurance Commissioners hereby places itself on record as being opposed to the organization of insurance companies for the purpose of promotion or speculation, and further condemns the practice of individuals or organizations that attempt to profit by manipulation of stocks or by promoting mergers and conversions of insurance companies; and be it further

"Resolved, that each commissioner voting for this resolution pledges himself to use all his efforts and influence to establish the principles above set forth."

American Central Annual Party

Each fall home office employees of the American Central Life are entertained by the company at the Indianapolis Country Club. This year a "hard-times party" was held. The home office closed at 1:30 p. m., after which especially chartered traction cars conveyed the merry-makers to the club.

Following a "treasure hunt" came football, baseball, golf, horseshoes and other open air sports for the agile, with cards inside. A turkey dinner was served, followed by dancing.

Meeting on Thrift Week

NEW YORK, Nov. 18.—Graham C. Wells, general agent here of the Provident Mutual and chairman of the joint thrift commission of the National Life Underwriters Association, called a meeting here to approve plans for the co-operative educational campaign for thrift to be waged next January. The meeting was attended by representatives of the Y. M. C. A., Executive Secretary E. M. Ensign of the National Life Underwriters Association, Secretary F. P. McKenzie of the New York Life Underwriters Association and Edward A. Woods of Pittsburgh, who is in charge of the slogan and essay contests on the subject of thrift now being conducted among its members by the National association.

CONVERTING FRATERNAL TO OLD LINE COMPANY

Offers Many Problems Worthy of Long Consideration by Management

ENTAILS EXTRA BURDENS

Societies Should Look Rather to the Perpetuation of Their Unique Purpose and Function

BY OLAF H. JOHNSON
Commissioner of Wisconsin

[These excerpts were taken from a paper delivered before the National Convention of Insurance Commissioners in Los Angeles.]

It was inevitable that having attained actuarial solvency, there should arise a desire on the part of some managements to be relieved from the limitations and restrictions necessarily placed upon fraternal societies as a whole, while on the part of other managements, in whose societies there is partial compliance by establishment of a separate class, there should also come demand for concessions to promote growth and expansion and as an aid to bolster the reserves on the inadequate rate portion of its membership. One important achievement is the now general recognition that there is but one system of life insurance, under which the computation of premium rates upon an accepted experience table of mortality and the maintenance of an adequate reserve are the essentials for permanence and certainty.

Would Abolish Restrictions

We seem now to have reached the stage where, having complied with requirements, there is a growing desire to get out from under the restrictions, or at least secure such a modification as will permit of the expansion competition is manifestly forcing upon these societies. It appears that the placing of the fraternal society on an adequate rate basis with its policies more nearly conforming to those of the legal reserve company is the cause of having made it more difficult to secure new members. In such an adequate rate society the average member is not sufficiently well informed to explain and present the merit of such a fraternal contract and meet possible competition and objections raised. Consequently there comes the greater need of qualified solicitors or agents to secure such new membership. Such conditions will require a larger expense element to meet the cost of securing new entrants and must mean a change in the law to remove present restrictions.

"Open Contract" Is Unnecessary

One objection advanced by the adequate rate society is that while required to maintain an actuarial reserve derived from an adequate premium with a realized assumed rate of interest, making an "open contract" illogical and unnecessary, the fraternal organization is nevertheless not permitted to issue a certain and "closed contract," the attainment of which was the very purpose of a proper premium and reserve. Another objection raised is that the fraternal law makes no distinction between the organization having all its business on an adequate rate and reserve basis, and the organization having only a part of its business on such basis.

Want Relief From Restrictions

With the placing of the fraternal benefit society on an adequate rate basis has also been demonstrated the need of continuing qualified officials in office, who now, believing they are hampered by

UTILITY

When computing the worth of a thing—whether that thing be an attribute of character, an object of earthly beauty, a work of creative art, or an economic asset that can be measured in terms of money—the prime measure of value is usefulness.

Day by day and hour by hour, man's ingenuity adds to the adaptability, or usefulness, of life insurance. The flexibility, breadth, and universality of this great protective institution is one of the outstanding wonders of today. As a utility for the prevention of want, the stabilization of business, the establishment of individual financial independence, the propagation of estates, the alleviation of the calamity which death imposes upon the living, the furtherance of education, and the encouragement to thrift, life insurance stands unchallenged.

Here is utility in its highest form of economic expression. Here is usefulness glorified by the perpetuity of its works, by the unselfishness of its purpose, by the solidity of its foundation upon the rock of absolute safety.

AMERICAN CENTRAL LIFE

INSURANCE COMPANY
INDIANAPOLIS

Old Line Legal Reserve
Established 1899

HERBERT M. WOOLLEN, President

limitations and restrictions and required nevertheless to show results, are very apt in the course of time to develop a tendency to look for ways and means for relief from limitations and restrictions and insure tenure. Such ways and means will most likely point to the mutual legal reserve company as the solution.

Most of the objections raised and the privileges desired could, for the fraternal society, wholly on an adequate rate and reserve basis, be attained by adoption of additional sections to the present law, if deemed advisable and feasible, without pushing the society over the line into the realm of the statutory legal reserve company, where, however, green and inviting the pasture, there germinate many aggravations with many inhibitory barriers unknown to correct mutual benefit society practices.

Views of "Open Contract"

Objection is made by some managers to the requirement of the "open contract," while others contend that it is a beneficial requirement and a source of strength rather than an evidence of



OLAF H. JOHNSON
Wisconsin Insurance Commissioner

weakness, and is likened to the contingency or unassigned fund of the regular company. If adequate rates and reserves are actuarially correct and maintain solvency, then the "open contract" can hardly add anything to certainty where such adequate rates and reserves are maintained and a reasonable contingency surplus accumulated. No society is entitled to any particular credit for employing any particular mortality table for the computation of its premium or reserves; the important consideration is whether the society's actual experience is within and conforms to the table it does employ, so that the tables used, alone, do not lend themselves to invidious comparisons between societies. In an organization maintained as an adequate rate fraternal society the "open contract" demands no apology and can be convincingly demonstrated as a decided factor in current cost and an invaluable safeguard to meet unforeseen contingencies.

Loss Tax Exemption

With conversion to a company, tax exemption would no longer apply; in addition to license fee or tax, statutory standard of solvency, and all limitations, restrictions and regulations of the mutual legal reserve company apply. As to conversion to a mutual legal reserve company, consolidation or reinsurance, quite a number of states have statutory requirements and regulations. I believe that when such a proposition is presented in a fraternal society, there should be a requirement that under the supervision of the commissioner of insurance the question shall be submitted to the membership to be individually voted on in person or by

mail, and not by proxy. In my opinion, such conversions should be discouraged. The fraternal society, properly conducted, occupies a field of its own no other form of company or association can fill.

No Need of Straitjacket

There is no good reason or justification why an adequate rate society maintaining a proper reserve should be continued in a straitjacket as to its expense element, mortality savings, surrender charges or excess interest earnings, other than the application of the gain and loss exhibit and reasonable regulations as to expenditures for the conduct and procuring new business.

Especially is it important and advisable to extend to the society that still has a class of inadequate rate members, every aid and encouragement, and permit the employment of such surplus savings in bringing the reserve on such inadequate rate class up to the proper reserve requirements, and as an aid in meeting any excess of mortality cost in any one year on such class, after such class has contributed during such year in regular and extra contributions an amount at least equal to the actual mortality cost experienced for such calendar year. Such application of surplus should be clearly stated in the policy-contract or by-laws.

Group Insurance Not Abolished

Whether a fraternal benefit society has all of its business on an adequate rate and reserve basis, or whether a part of its business is still inadequate, it would seem a very difficult matter in the competition for group insurance to succeed, for the employer will be loth to assume the contingent liability for additional premium or assessment the "open contract" imposes. Group insurance means non-medical acceptance. Group insurance, if permitted to be practiced by the fraternal benefit society, would result in the most vicious antagonisms between societies. Such a group policy placed, covering many lives, would have within such group many individuals holding membership in other fraternal societies, the policies in which, in many cases, would be discontinued because of this reduced rate insurance. The group plan with its ever present temptations and tendencies to go to extremes, results in glaring infractions of the anti-discrimination law, tends to demoralize the individual business of regular companies, and tends to stampede the fraternal societies into the demand for the right to also write group insurance. Therefore the necessity comes to us very forcibly that the group plan be kept within proper limitations and restrictions and be strictly regulated or prohibited.

Limit Amount of Policy

Most of the fraternal society managements, I am sure, will agree, that the fraternal benefit society shall be limited to such policy forms, conditions and amount at risk, as will best promote the fraternal purposes of the society and avoid all tendency to commercialize its objects. We may assume, however, that the fraternal societies will be guided by the same forethought manifested by other types of companies writing insurance on a different plan. After all, the important thing is adequacy of rates and I can see no good reason for imposing restrictions on such adequate rate societies as regards forms of policies issued, amount of insurance assumed, and the designation of beneficiaries as will best promote the objects and purposes of the fraternal society. Wise forethought however, would seem to dictate that the limit of risk assumed should not exceed a reasonable amount beyond the average policy carried in this country, not including in such average computation the large number of small pay-ups issued on surrender.

Short Endowment Not Feasible

Quite a number of these societies are desirous of issuing endowment policies. It is quite difficult to argue that a society with an adequate rate and main-

taining a proper reserve should be denied such privilege, especially as all such life policies under the American Experience table at 96 and the National Fraternal Congress table at 98, do become endowments. As a matter of fact, however, taking the objects and purposes of the societies into consideration, short term endowments with the "open contract," do not properly adjust themselves to fraternal methods. Not only does the insurance terminate, which may be detrimental to the society, but the "open contract" does not lend itself readily to an extra mortality call where so large a part of the premium represents a pure endowment factor. It would be a much stronger argument and one which should meet with prompt consent, to permit of the issuance of a policy maturing as an endowment at ages 60, 65 or 70, with the provision of conversion into an old age income.

Lodge Is Essential Feature

The elimination of the lodge and ritualistic work should under no circumstances be permitted. There is no crying demand for so doing and to do so would be detrimental to the best interests of the fraternal benefit society. If there is any inactivity, difficulty in securing attendance and a lack of interest in some societies or among the members of some lodges, does not such a society and its management lay itself open to the charge of not having kept pace with changing conditions? Conditions have changed, but men now, as ever, are gregarious; they want to meet, fraternize and flock together; they want to meet their fellowmen, have common purpose, join in that purpose for a goal and accomplish something worthwhile.

Should Be Social Center

In how many societies is the local lodge made a social center? In what civic activities do they participate? What interest is created among the membership in public hygiene, health laws and ordinances, public food and water supplies? What consideration is given direct marketing between the farmer and the city public? In this the city lodge membership and the country lodge membership could become a profitable factor to both. Could the women, who are now interested in the green trading stamp, become not even more interested in an insurance premium trading stamp received by the lodge in payment of insurance premiums? With the hundreds of million dollars of reserves piling up for investment and nearly 14,000,000 families in this country living in rented homes, and with every one of these families hoping, longing and wishing for a little home of their own, would not home building be an activity proper for such societies with the policy of insurance an additional guarantee of security?

SAYS PREJUDICE WORKS AGAINST THE AGENT

(CONTINUED FROM PAGE 1)

cated the general reception of the agent even in the newspaper offices. Mr. Fulton said that to offset this a definite campaign of education is needed, nationwide, to demonstrate the worth of the agent and his work. He believed that this was a task for the companies to assume collectively at some time in the future, when they felt it advisable. Mr. Fulton expressed the opinion that the insurance business has definitely been established with the public and the old prejudices have been removed regarding the business itself, but the task is now before the companies of removing the prejudice that still exists to some extent regarding agents. He said that this is one of the handicaps met in building an agency force, as this has to be overcome before the most desirable prospect can be persuaded to take out a contract.

Mr. Fulton also said that he believed the companies are about 20 years behind the times in this matter of selling

the job to the agent, when compared with the agent's development of his job of selling the policy to the public. He said that the agents are trained and have developed a most modern method of approach and presentation, but the manager has been practically ignored and is in no way prepared for the battle which is his. He said that the manager is now somewhat in the same position that the agent of old was. The company gives the manager a bunch of contracts, a territory, a "God Bless You—Go Get the Men" and then expects the manager to produce a large and productive agency force. It was Mr. Fulton's idea that if the companies expect to develop agency forces on the scale that they desire, they must start with the development unit, the managerial and general agency force, and initiate a training program.

Sources of Prospects

In discussing some of the details of the work, Mr. Fulton referred to sources of prospects, saying that here again the managers have not followed the preachings they have extended to the agents. The agents are taught to keep a record



JAMES A. FULTON
Vice-President Continental Life

and analyze their work in detail. They are taught to make so many calls per day on the basis that a definite law of averages gives so many sales per call. Mr. Fulton asked if the managers have turned this spotlight on themselves. Have the managers kept records of their agency development work and do they have any definite scheme whereby they make a certain number of calls on prospective agents per day or per week or any basis whatsoever?

Should Have Adequate System

Mr. Fulton said that he believed it was one of the definite duties of the home office to set up an adequate system of help and aids for the managers to overcome these difficulties. He said that the companies should definitely help the managers in advertising. Mr. Fulton said that regardless of whether the companies believed in newspaper advertising or not, the general agents and managers do believe in it and are constantly using it. As a result the managers and general agents are often using antiquated advertising, drawn up years ago by the companies and not since revised. He said that the companies should put aside their personal prejudices, step into the field and help the managers in working out modern advertising. The same would apply to direct mail advertising, the company's duty being to aid the managers in drawing up clear cut presentations on an intelligent basis for sales' letters.

Should Have Definite Presentation

He said that the companies should prepare a definite presentation for the manager to use in presenting the job to the agent, not with the idea that the

manager would learn any more than the agent learns his sales talk, but that it would help the manager in working out his ideas and put an end to a large part of the stumbling presentation which is now seen in many cases.

W. C. Kinney Speaks

W. C. Kinney, assistant superintendent of agents of the Sun Life of Canada, speaking on the same subject, said that an analysis of the experience of his company has brought forcibly to himself the need for development work in this connection. He said that he had been surprised by the statistics which had shown the need for an improved method whereby the new man is established in the business. He said that his company does have a program of aids and helps for the new man, but in spite of this the new men fall down to a surprising extent. Mr. Kinney said that he did not think that attention should be particularly focused from the idea of selling the business to the prospective agent, but rather the company. He said that he believed the prospective agent is already fairly well sold on business when approached and the job is to sell this prospect on this one particular company.

Not Favorable to Advertising

Mr. Kinney said that his company has used advertising to some extent, but had not been favorably impressed with the result. It has found that most of its agents are secured in one of two ways, either by direct canvass, just as the agent canvasses his field or through suggestions from agents now members of the force. He said that in the presentation of the job to the prospective agent there are three definite questions that must be answered, what the man must do, what the company will do and what results will be yielded. He said that what the man must do is self-explanatory and what the results will yield can readily be told by reference to any of the statistics now in circulation.

What the Company Will Do

As for what the company will do that is part of the selling of the company. He points out that its new men are definitely told in advance what the company will do for them. The supervisors will go out with them at the outset to put them on their feet, but all sales are made on a 50-50 basis. He said that he does not believe it is a help to go out and write business for the man and then give him his full commission, as that does not test his metal. He said that also every office is a unit for aiding the new man by dealing leads and developing a recanvass system.

O. J. Lacy's Views

O. J. Lacy, vice-president of the Minnesota Mutual, in his discussion presented somewhat of an appeal for defense for the part-timer. Mr. Lacy said that he believed the part-timer is wholly justified, if the connection is made with a definite view of developing as a full-time agent. He said that there are many

cases where an excellent prospect agent can be secured only by giving him a testing period as a part-timer. Such part-timers are given the same treatment as the full-time agent in the initial stages, so that the period of part-time production may be reduced as far as possible. Mr. Lacy said that the first duty in approaching a prospect is to first sell the man and show him that life insurance runs through all the economic structure. He said that if the picture is adequately painted of the vital importance of life insurance to every phase of life, the man cannot help but see the vision of the future and his part in developing the economic structure.

Should Have Specific Talk

Mr. Lacy believes in talking in the specific and not in generalities and thus avoiding future difficulties through misunderstanding. It is also Mr. Lacy's idea that the prospective agent should be a man with some slight financial resources to carry him over the first few months and also with a strong confidence borne of experience. With these two essentials any qualified man can carry through the trial period and establish himself in business. It is in this connection that Mr. Lacy refers particularly to the part-timer, saying that the part-time agent can establish his financial resources thus and after a short period be in a position to launch into the field and devote his entire time to the business. Mr. Lacy believes that the interviewer of the prospective agent should visualize and show what others are doing. He said that what any man needs is \$100,000 in the first year, if he is to stay in the business, and that a vision of the true conditions to be encountered should be adequately presented. They should be made as beautiful as possible, but not over-painted.

Jay Ream's Observations

Jay Ream, assistant superintendent of agencies of the Mutual Benefit Life, said he believed there are three definite reasons why a man does not become a success in the life insurance business and that these three reasons may be duplicated explaining the reason for the failure of a manager to enlarge his staff. He said that in the case of the agent failure can be accounted for either because there was no systematic way of having in hand a list of people who can buy because no definite and specific presentation has been prepared to give these people, or because the agent's time has not been definitely organized. Similarly he said that managers fail because they have no system of prospecting, they have no definite, specific and intelligent presentation to give the prospects when found and they have not definitely organized their time.

Duty of the Manager

Mr. Ream said that he believed a specific presentation should be drawn up for managers and general agents in order that they might definitely and concisely picture the business to the pros-

Let Us Be Thankful

As we go about our daily duties we sometimes lose sight of our good fortune in having chosen life insurance as our life work. We may not be sufficiently thankful that we are employed in meeting humanity's principal need and in return getting humanity's heartfelt gratitude.

We should always be thankful that this work is noble and honorable and followed by men of true character and lofty purpose, and that the business has spread far enough to prepare a way for our coming. We should, therefore, have the deepest sense of gratitude that our vocation is pleasurable, profitable, and that our earning power is unrestricted.

A great continent has set its seal of approval on life insurance as the best means known to men for serving its people. Today the whole world looks upon our business with newer and greater appreciation. With joy then we should eagerly reach out for the tasks of tomorrow and as the new day dawns we should rise to a full realization of our responsibility and go forward with heart-throbs of sentiment, friendliness, consideration, the desire to do and a high and proper regard for our profession.

Look around you and be thankful that you chose to make life insurance your life work.



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EDWARD D. DUFFIELD, President
Home Office . Newark, New Jersey

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66 BROADWAY

NEW YORK

pect. They must answer the questions, "What kind of business is this? Is it a good one? Am I qualified? Will I be a success?" Thus the manager must picture the needs and uses of life insurance. He must paint a picture of the future of the business, making it brilliant but not too brilliant. He must talk of life insurance and not the life insurance business.

SHAW BECOMES SUPERVISOR

Well Known Lecturer, Writer and Life Insurance Man Goes with the Girard Life

The Girard Life of Philadelphia announces the election of Elton R. Shaw as supervisor of agencies. Mr. Shaw was formerly with the central branch of New York Life in Chicago where he made a splendid record in personal production and was a frequent speaker on life insurance topics at various conferences, luncheons and clubs.

Prior to taking up life underwriting several years ago, Mr. Shaw was known as an educator, author and lecturer. Data found in the International Blue Book, Who's Who in America and Who's Who among North American Authors gives the information that the 16 years following graduation from Ohio Wesleyan University in 1907 were given to graduate study, teaching in Ohio Wesleyan and Kansas Wesleyan where he was dean of the College of Speech Education and later of the College of Commerce, financial, business and executive secretary of the Intercollegiate Prohibition Association, director of college conferences of the Commission on Life Service and executive secretary of the joint committee on Older Boys Conferences in the Methodist Episcopal Church.

Mr. Shaw is author of eight books which have had a sale of more than a million copies and has delivered addresses in some 30 states, including some 400 colleges and universities.

During the past summer he was heard at several insurance gatherings, including the big central department meeting of New York Life in Chicago and the Columbus Mutual Life Convention in Columbus.

Big Production to Honor Cummins

The Iowa agency force of the Equitable Life of Iowa participated in a "Welcome Back Mr. Cummins" month in October, producing \$1,185,719 paid for business. The month was dedicated to J. C. Cummins, formerly president and now executive adviser of the company, who has returned to his office after many months of illness. Each application sent in had a sticker attached, signed by the individual agent, as a greeting to Mr. Cummins.

International Life Leaders

J. E. Houseworth, Jr., of Philadelphia again topped the International Life agency organization in personal production in October. Robert Cleland of St. Louis and Frank L. Keenan of Kansas City won second and third place honors for the month.

Made Assistant Treasurer

Horace W. Foskett has been appointed assistant treasurer of the Equitable Life of Iowa. Mr. Foskett has been identified with that company since April, 1919. Prior to that time he served as first lieutenant in the army during the World War. In January, 1923, he was named assistant secretary of the company.

Provident Mutual Promotions

Lucius M. Allen, formerly auditor of the Provident Mutual Life, has been elected an assistant treasurer of the company. Harry H. Warthen was appointed auditor to succeed Mr. Allen. George D. Woods was elected assistant secretary.

MUST TAKE BURDENS AS WELL AS PRIVILEGES

Fraternal Incur Disadvantages If They Adopt Old Line Basis

EXPENSES WILL MOUNT UP

Conversion Means End of Exemption From Taxation, With Added Costs of Commercial Companies

By R. L. DANIEL
Commissioner of Texas

[The accompanying extracts were taken from an address given before the National Convention of Insurance Commissioners in Los Angeles.]

Many of the present day fraternal insurance organizations were originally organized for purely social, fraternal, and charitable purposes with no thought of developing into insurance organizations. They were in fact a banding together of neighbors, "primarily for social purposes, but with the further idea of rendering mutual help in misfortune, sickness, or death and inculcating the principles of brotherly love among its members." Such associations, through their various lodges and subsidiary organizations, practiced charity and brotherly love among their members and did much to relieve distress and want, and were in fact sources from which these members might confidently expect assistance, relief and comfort in the time of distress. The expenses of operation, acquisition of new business, taxes, et cetera, are important items that must be considered in providing a rate sufficient to meet the expenses of these organizations and pay all claims as they mature. These items were originally rather negligible with most fraternal.

Fraternal Spirit Breaking Down

What is going to be the result of the entry of the fraternal into the field of commercial insurance? The inclination or suggestion of abolishing or making the lodge system or lodge membership optional, naturally suggests the breaking down of the fraternal spirit that brought these organizations into being. Abolishing the lodge system would be equivalent to abandoning the mother from which fraternal insurance sprang.

Brotherly Spirit Cherished

The casual reading of the statutory provisions of the various states will impress the average laymen (not to say lawyer) with the idea that the legislative bodies were imbued with the idea that the organizations with which they were dealing were charitable and benevolent institutions and not commercial organizations. A careful consideration of these statutory laws must impress you with the idea that it was the intent of the legislative bodies carefully to guard the activities of fraternal institutions, and we are impressed with the idea that the favorable considerations granted these organizations are purely because of the fact that they are considered as a "banding together of groups of neighbors primarily for social purposes but with the further idea of rendering mutual help in misfortune, sickness, or death, and inculcating the principle of brotherhood among its members."

Will Lose Their Privileges

When these associations enter the field of commercial life insurance by writing every kind of business permissible for a regular old line commercial life insurance company, is it probable that they will continue to enjoy the privileges which they now enjoy? When they have abandoned the lodge system or make it optional, or make lodge mem-

bership optional with the individual, when they have removed all restrictions as to the designation of beneficiaries and abolished the requirement of medical examinations, when they have eliminated all restrictions with reference to writing insurance on children, and undertake to write any and all kinds of contracts on children which the commercial life insurance companies are writing, either with or without medical examination, is it reasonable to suppose that the legislative bodies of the various states will continue to grant such fraternal beneficiary associations the privileges they now enjoy, and relieve them of the burdens of taxation as is now done? If these organizations can persuade themselves that they will be able to prevail upon the legislative bodies to continue the course of liberal legislation toward them, can they hope that the courts of the country will sustain such legislation?

Extra Expenses Will Arise

When fraternal benefit associations undertake the writing of all kinds of contracts permitted by the regular old line commercial insurance companies, they will find it necessary to maintain an elaborate and expensive administrative organization; they will, no doubt, discover that the old line companies have been conducting their business on a reasonably conservative basis, and that these elaborate and seemingly expensive home office departments are not an extravagance but a real necessity, and each association will find it necessary to take on the burden of similar organizations in order to conduct in a safe and proper manner the business which they have undertaken. Then, it can no longer be said of them that they "have no great expense account" and that they conduct their business "at comparatively small cost." Neither can it be said of them that they "have no immense volume of reserve fund," because the business which they undertake will require the accumulation of a reserve fund sufficient to meet all such demands as may become due and as may be made against the organizations. The greatest burden, however, that these organizations will have to assume is that of taxation. I think it is unreasonable to believe that these organizations, after they have entered the field of commercial insurance, will be able to secure the passage or retention of laws on the statutes of the various states which will exempt them from the taxes that the old line commercial insurance companies are paying today.

Will Equal Old Line Rates

From what I have already said, I am sure there is no necessity for me to say to you that I am firmly of the opinion that the advent of the fraternal societies into the field of commercial insurance, together with the many attendant changes that are being contemplated and proposed by many of their leading members, will carry with it two things: first, an increased and expensive home office organization, which means an overhead expense in keeping with that of the old line life insurance companies of today; second, the burdens of taxation which are now imposed upon the old line companies on both property and premium income. This means an increase in rates. In my judgment, it means such an increase as will make the rates of these associations equal to those of the old line life insurance companies of today. Having acquired all of the privileges that are now accorded the old line companies, they must, naturally, assume all the burdens and responsibilities of such concerns; in order to meet these, it is but natural that there must be charged and collected from their membership the same rates and premiums for the risks which they carry as are charged and collected from the membership of old line life insurance companies.

Hawkeye Life Contest

The Hawkeye Life of Des Moines has opened a contest for new business, to close at the end of the year.

FRATERNALS SERVE A REAL INSURANCE NEED

Legislation Needed to Assist Them in Work They Are Doing

CONVERSION DISAPPROVED

Agitation for Old Line Basis Created Largely by Selfish Motives of Manipulators

By WILL MOORE
Commissioner of Oregon

[Following are excerpts from an address given before the National Convention of Insurance Commissioners in Los Angeles this week.]

The original fraternal insurance differs so much from the old line insurance as applied today that there is but little in common between them, and it is therefore very hard to draw a parallel line between the two. Fraternal insurance assumes no liability except in case of death. Old line insurance assumes liability for almost everything from a minor accident to an old age pension. Fraternal insurance is sold largely through the influence of its members. Old line insurance is sold largely by high-pressure salesmen. Fraternal insurance is sold today upon the very popular plan of \$1 down and \$1 a month. Old line insurance is supposed to have one year's premium paid in advance. Fraternal insurance combines with insurance the principle of friendship for one another. It carries with it the social feature of getting the people together and uniting them in an unselfish desire to be of benefit to each other. On the other hand, old line insurance is sold very largely today upon the basis that "I can give you a little more for your money than the other fellow can," which makes it strictly a commercial proposition with the dollar mark as the insignia of rank.

Teaches Insurance Principles

The expense of fraternal insurance is borne largely by the members; consequently, the acquisition cost is not as great as in old line insurance, making it possible for many to carry fraternal insurance who could not afford old line. In this way the fraternal insurance is not competing with the old line insurance. I have known many cases where a man who needed protection has first taken out fraternal insurance. In this way, he became familiar with the workings and different plans of life insurance, then as he more fully realized the benefit to be derived from life insurance and understood it better, he found that he needed additional protection. He then rearranged his budget and found that he could afford to take a policy of old line insurance. Because of the understanding which he has gained largely through his relation with the fraternal society, which is continually educating the public in general as to the value of protection, he has become a contributor to old line insurance. This man will never allow his policy to lapse. The fraternal society was the first organization to teach protection for the family and loved ones, and it truly is the greatest educator in the insurance field today.

Business on Different Basis

It is difficult to figure adequate returns for the fraternal society and the old line insurance company from the same table, for the obligation of the company whose only liability comes through the death of the insured is not nearly so great as those whose every

(CONTINUED ON NEXT PAGE)

FIGURES REPORTED ON BUSINESS FOR YEAR

Gain of 6.5 Percent Shown in
Total for First Ten
Months

DECREASE FOR OCTOBER

Total Volume Fell Off 2.3 Percent Last
Month, Industrial Showing
Greatest Slump

NEW YORK, Nov. 18.—The production of new life insurance by United States companies was 6.5 percent greater the first ten months of this year than for the corresponding period of 1925. This 10-month increase is shown despite a decrease of 2.3 percent in new business written in October of this year. These facts are shown by a statement

FRATERNALS SERVE A REAL INSURANCE NEED

(CONT'D FROM PRECEDING PAGE)

policy, after it has been in force three years, is a liability. There is also a large amount of income derived from the lapses in the fraternal society, where only death claims are paid. And while it is claimed by some actuaries that this should not be taken into account in estimating the cost of insurance, still it is there; it always will be. It does belong to the policyholders and should be used in their behalf.

It would be hard for fraternal insurance to succeed with all of the frills now taken on by the old line life insurance companies, many of which write total and permanent disability benefits, double indemnity for accidental death, and many other extra riders of this kind, which in reality should only be written by casualty companies or other companies qualified to write sickness and health insurance. On the other hand, old line insurance of today would be sadly handicapped if it had to throw away all of the many added inducements which are put there to make "our" policy a little more attractive than "yours." It would be too bad indeed to deprive a man of protection to his family simply because he could only pay a small sum monthly on his insurance. It would also be disastrous to the business of the country if no insurance was permitted to be written except old line insurance.

The present agitation for absorption and consolidation of fraternal societies and the conversion of them into old line insurance is being created largely for the selfish motive of benefiting the few who can make the merger and consolidation with but very little consideration for the members at large, and they should always have the first consideration. The fraternal society, whether large or small, if it is well managed and adequately financed, has just as important a part in insurance today as has any old line company. The efforts of those who endeavor to create dissatisfaction and trouble in a fraternal organization and those who by misrepresentation attempt to induce the holder of a fraternal policy to give it up and take instead an old line policy that he cannot pay for, are just as reprehensible as those who are accused of twisting business of the much larger organizations. It is my opinion that comprehensive legislation which will assist the fraternal organizations in the work they are doing will result in much more benefit to the insurance world than will any effort to create a universal conversion of the fraternal societies into the old line plan.

forwarded by the Association of Life Insurance Presidents to the United States Department of Commerce for publication. The compilation aggregates the new business records, exclusive of revivals, increases and dividend additions, of 45 member companies, which have 81 percent of the total volume of life insurance outstanding in all United States legal reserve companies.

Increase for Year

For the 10-month period the total new business of all classes written by the 45 companies was \$9,151,000,000 against \$8,592,000,000 during the same period of 1925, an increase of 6.5 percent. New ordinary insurance amounted to \$6,361,000,000 against \$6,091,000,000, a gain of 4.4 percent. Industrial amounted to \$2,102,000,000 against \$1,927,000,000, an increase of 9.1 percent. Group amounted to \$688,000,000 against \$574,000,000, an increase of 19.9 percent.

In October the total new business of all classes was \$907,000,000 against \$928,000,000 for October, 1925, a decrease of 2.3 percent. New ordinary insurance amounted to \$618,000,000 against \$617,000,000, an increase of .2 percent. Industrial amounted to \$227,000,000 against \$257,000,000, a decrease of 11.8 percent. Group was \$62,000,000 against \$54,000,000, an increase of 14.5 percent.

Figures Are Given

The new paid-for business written during each of the first ten months of 1924, 1925 and 1926, as well as increases in 1925 over 1924 and in 1926 over 1925 are shown in the following table:

Ordinary Insurance					
	1925	1926	%	1925	1926
Jan.	523,654,000	560,289,000	6.3	7.0	
Feb.	548,529,000	597,429,000	11.7	8.9	
Mar.	654,771,000	724,454,000	5.8	10.6	
Apr.	638,206,000	675,296,000	12.7	5.8	
May	698,706,000	702,309,000	19.1	.5	
June	638,195,000	704,852,000	14.0	10.4	
July	658,833,000	658,562,000	21.0	3.1	
Aug.	607,621,000	595,929,000	28.6	-1.9	
Sept.	525,532,000	523,915,000	23.7	-.3	
Oct.	616,725,000	618,041,000	25.5	.2	
	6,090,772,000	6,361,076,000	16.3	4.4	

Industrial Insurance					
	1925	1926	%	1925	1926
Jan.	147,441,000	227,158,000	-17.9	54.1	
Feb.	177,666,000	174,782,000	23.6	-1.6	
Mar.	193,604,000	230,203,000	23.5	18.9	
Apr.	196,895,000	215,504,000	24.2	9.5	
May	217,735,000	235,207,000	25.4	8.0	
June	198,113,000	202,315,000	28.2	2.1	
July	182,991,000	194,315,000	35.5	6.2	
Aug.	181,048,000	199,076,000	27.9	10.0	
Sept.	175,114,000	197,277,000	20.7	12.7	
Oct.	256,704,000	226,523,000	29.3	-11.8	
	1,927,311,000	2,102,360,000	21.4	9.1	

Group Insurance					
	1925	1926	%	1925	1926
Jan.	68,957,000	56,280,000	261.4	-18.4	
Feb.	36,696,000	83,088,000	138.1	126.4	
Mar.	40,797,000	72,368,000	16.4	77.4	
Apr.	66,415,000	80,663,000	50.2	21.5	
May	39,041,000	56,458,000	11.6	44.6	
June	47,565,000	69,282,000	121.3	45.7	
July	54,947,000	78,125,000	75.3	42.2	
Aug.	126,885,000	55,632,000	453.3	-56.2	
Sept.	37,788,000	73,456,000	95.2	94.4	
Oct.	54,433,000	62,353,000	41.5	14.5	
	573,524,000	687,705,000	53.0	19.9	

Total Insurance					
	1925	1926	%	1925	1926
Jan.	740,052,000	843,727,000	6.4	14.0	
Feb.	762,891,000	855,299,000	17.3	12.1	
Mar.	889,172,000	1,027,025,000	9.7	15.5	
Apr.	901,516,000	971,463,000	17.3	7.8	
May	955,482,000	993,974,000	20.2	4.0	
June	883,873,000	976,449,000	20.1	10.5	
July	876,771,000	931,002,000	26.3	6.2	
Aug.	915,554,000	850,537,000	43.7	-7.1	
Sept.	738,434,000	794,648,000	25.3	7.6	
Oct.	927,862,000	906,917,000	13.0	-2.3	
	8,591,607,000	9,151,141,000	19.4	6.5	

Life Man Pistol Champion

John Gav, representative of the Mutual Life of New York at Portage, Wis., competed in the rifle and pistol matches in Philadelphia last month and returned home with the title of national pistol champion of the United States. He was also a runner-up in the rifle matches and a member of the team from Wisconsin which won the big trophy and silver loving cup, which has been held by Minnesota for the past two years. Mr. Gav received gold medals in addition to his other honors.

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LIFE LESSONS ARE DRAWN FROM SPORTS

**Example of Successful Fisherman
Illustrates Needed Qualities for
Success in Selling**

HAVE PROJECTION READY

**Westchester Producer for Hart &
Eubank Agency Discusses Methods
at Weekly Meetings**

NEW YORK, Nov. 17.—At a weekly meeting of the Hart & Eubank agency of the Aetna Life here the agency's leading producer in Westchester county, Leslie D. Briant, gave an amusing and illuminating talk on "Business of Pleasure and the Pleasure of Business."

Mr. Briant opened his talk by declaring that a man has to be himself to sell life insurance successfully. He must master certain fundamental ideas and work them in his own particular way. Mr. Hart or Mr. Eubank could no more use his methods than he could use theirs with success. "If I approached a man as you do, I wouldn't get anywhere," he said, "and if a gentleman walked into a man's office and used my methods, he wouldn't get very far either."

"My talk is going to be based on three individuals and three different lines of sport. Two men whom I have been with and enjoyed the sport with and one whom I have watched and read about."

Getting Fish by Planning

"The first one is an Irishman by the name of Mr. Foley. He does a lot of fishing. When he goes out to fish he goes out to get fish. The kind of fish he prefers is fresh water fish. He considers the general conditions that should prevail. The best time to get fish is very early in the morning. The last time I went fishing with him we left at 3 o'clock in the morning. We landed before daylight. We got our things out of the car. He then said to me, 'Briant, what kind of fish do you want?' He told me exactly where I should put my line for each kind of fish. I set my lines for the perch. He was not satisfied with one rod. He had four rods for himself and two rods for me. He also had good bait. He arranged his lines so that every part of water as far as depth was concerned was supplied with a nice juicy worm. We watched for quite a while. Finally, he got a bite on the line 15 feet deep. Therefore, all lines were dropped to that level. We got about 23 fish in 15 or 20 minutes. Later we moved our quarters and we got quite a few more. When we were getting ready to go we saw some men just getting ready to fish. Mr. Foley said, 'Those fellows wait until the fishing is over before they come out.'

Lessons from Fish Story

"The lesson we learn from this story: There is a time when we are going to be able to put over a piece of business. There is a time when a man can be approached. We must sell him at his leisure and not at ours. There is also a necessity of not confining ourselves to one case. We should have plenty of lines out. If things loosen up it is sometimes wise to take your man out to dinner to get a little closer to him. But, don't let pleasure outweigh the fact that you are out for business. Too many of us look at the pleasure end of it. There is a great difference in the two men who go out fishing. Foley's type goes out to fish and keeps fishing, and the other man goes out to fish because it is an easy thing. 'You meet a man on the street. He

tells you about a friend of his who has just written a large case. He tells you how lucky he thinks the other man is. He wishes he could have luck like the other man. The difference between the two is that one works and the other wishes. His backbone has turned into a wishbone, and the more that type of man keeps out of the business the better for you and me. We have to live down such men every day in the field. If a man is a failure, this is the last business he tries. If he is a success in any other work he can be a wonderful success in this business. We have more opportunity in this field."

"You go into a man's office. The first thing he will say is, 'How much does this cost?' You can say, 'You have a savings account or money in the bank, haven't you? We are not in the business to make you spend your money, but to try to make you save money. We are not asking you to spend a nickel.'

Hugh Hart at Golf

"My second story is about golf and Mr. Hugh Hart. When he goes out on the green he says, 'This is fine.' 'I need the exercise and I think it is going to be a wonderful time.' The next thing he says is, 'Less, I have a wonderful proposition.' One strong fact in his mind is that he knows he cannot only beat you, but he can better the score and lower the score he made on that course before. He will usually let you go first and insist that you go first so he knows how much he has to beat. He is getting pleasure and exercise. But, he is working that pleasure on the idea of business. He figures he is going to get the general agent's commission on a case that will pay for all expenses of this game. There are times when the ball must go in the rough. It is rather pleasing to watch him when that happens. He selects his club, and watches to see which is the easiest way to get out of the rough and to get to the green with the least number of strokes."

Having Proposition Ready

"The lesson we get from this: In the first place, it is absolutely no earthly use in being in the life insurance business unless the business is going to be a pleasure. Always have proposition ready for a man. How are you going to get an ordinary man interested unless you have one or more propositions to offer. He will think, 'He has something good and I will at least give him the courtesy of listening to him.' You can't be expected to have a proposition for every man in cold canvass work. But, you can have a proposition for a man 40 years of age, 50 years of age, etc. If you are any judge of human nature you can see about how old your prospect is and say to yourself, 'There is a 40-year proposition.'

A man is very interested in his own particular income and the income for his family and will be interested in insuring an income."

Babe Ruth Changed Work

"My third story concerns baseball and the well-known Babe Ruth. Babe Ruth was a very successful pitcher. They also noticed that he was a very good batsman. He couldn't be both. He had to be one of them. He realized his opportunity and also his obligation. Eyes were centered on him to see what he would do."

"We, also, have a great obligation. Not only to ourselves, and to our company, but to the public. We should not go out knowing only our own rate book. We should know the forms and contracts of other companies. A man looks upon you today as a life underwriter. He gives you freely, as much information as he feels is necessary about his personal affairs and leaves it to you to submit him a proposition. I have little respect for the man who submits a proposition to a man because it has a larger commission."

"Babe Ruth is watched. He gets a drop ball, which would be in our own business like the Retail Credit report."

He strikes. At the end of the season Babe Ruth has run up a score which has marked him a top man in that wonderful game."

"Many of us have business in our pocket and don't know it is there. We write a man for \$10,000 or \$20,000 when \$100,000 was absolutely needed. Do not undersell any man and also, do not oversell any man."

"Do not let a man hand you a small application when you know he can and should pay for a decent sized application."

"All I want to say to you today is this. A man will say to you, 'What constitutes a first class life insurance agent?'"

"Many will say, 'The man with a real personality.'"

"A man does not have to have any particular personality. What he does have to have is a thorough knowledge of his business and a complete set of tools to work with. You have to work. You have to keep a record of your prospects."

"A well equipped man and a hard working man will very soon have the independence, self-satisfaction and freedom that come to every successful man. You can only get success by knowledge and work."

TAKES BIG BUSINESS POLICY

O. Y. Schnering of the Curtiss Candy Co. Has Been Written for \$2,500,000 in Five Companies

O. Y. Schnering, president of the Curtiss Candy Company, has one of the largest lines of business life insurance written for the benefit of the company of any executive in Chicago. His life is insured for \$2,500,000. The Curtiss Candy Company manufactures among other bars the "Baby Ruth" bar which is distributed throughout the United States. The business was written by Fred S. James & Co. of Chicago, and was placed with five of the largest life companies, the principal amount being in the Travelers.

Other prominent Chicago business men who have insurance on their lives of over \$1,000,000 are as follows: Marshall Field, III, Marshall Field, Gloré, Ward & Co., \$4,000,000; Julius Rosenwald, president Sears Roebuck Co., \$2,000,000; Louis F. Swift, Swift & Co., (packers), \$1,800,000; William Wrigley, Jr., president William Wrigley Co., \$1,300,000; Samuel Insull, president Commonwealth Edison Co., \$1,000,000; Thomas E. Wilson, president Wilson & Co. (packers), \$1,000,000.

New Connecticut Mutual Directors

Two new directors have been elected by the Connecticut Mutual Life. Shiras Morris, president of the Hart & Hege-man Manufacturing Company of Hartford, and Henry H. Conland, publisher of the Hartford "Courant," succeeded to the vacancies made on the board through the death of Charles Hopkins Clark and Henry S. Robinson. Mr. Coland was recently elected to the directorate of the Phoenix Fire and Mr. Morris made a director of the Hartford Steam Boiler.

Insurance Federation Meeting

The annual meeting of the Insurance Federation of America will be held at the Hotel Astor in New York, Dec. 7. George D. Webb of Chicago, the president, will be in charge.

Daniel Budoff

Daniel Budoff has been appointed Chicago manager of the Central Life of Iowa. He comes from Philadelphia where he has been connected with the Metropolitan Life. The Chicago offices are at 49 Straus building. Roy H. Heartman, agency manager from the home office, is in Chicago this week getting the new manager installed.

OUTLINES APPEAL TO LIFE PROSPECT OF 32

**John W. Yates of Massachusetts
Mutual at Detroit Addresses
Hart & Eubank Men**

AGE AND DEATH GUARDED

**All Around Protection of Modern Life
Insurance Is Shown in Talk
by Yates**

NEW YORK, Nov. 17.—Great enthusiasm and a very large attendance characterized the recent regular weekly meetings of the Hart & Eubank agency here of the Aetna. A prominent outside speaker was John W. Yates of Detroit, outstanding both as a general agent and a personal producer for the Massachusetts Mutual.

Avoid the Easiest Way

In introducing his talk on programming, Mr. Yates said that we must all have a willingness to become successful. We must have a willingness to work hard. We will spend our lives chasing rainbows if we do nothing but look for the easy way. Successful men have won their success, he said, by doing the things they didn't want to do when they didn't want to do them. We must all carry our own packs, and we should be thankful that we can choose what will go into that pack. We can choose high ideals or low ideals. What we choose will determine the kind of person we are. The high soul chooses the high way; the low soul gropes in the low; the remainder drift aimlessly to and fro, being neither masters of their fate nor captains of their souls.

Talk for Age 32

As an illustration of the sort of sales talk he would give a prospect 32 years old with a wife, two children, an income of \$4,500 a year and a \$5,000 mortgage on his home, Mr. Yates began as follows:

"Mr. Prospect, I wish to talk to you on your program of life. Between your present age of 32 and 65 there are certain definite things which you want to accomplish."

"You want to provide shelter for yourself and family."

"2. Food and clothing for yourself and family."

"3. Education for children."

"4. Recreation for yourself and family."

"5. Financial independence by time you reach age 65."

Arrive at Old Age Penniless

"Every man's ambition is pretty much the same along this line and yet one of the saddest things in life is to see the large number of people who arrive in old age penniless."

"Did you ever hear of the James C. King Club of Chicago? There are many men now in there that were once worth a million or more. Lost it through misfortune. They cannot enter if they have lost it through dissipation. There are men in Chicago who make a million or more and lose it all by the time they are 65 years of age."

Loan Estate and Hold in Trust

"I represent a financial institution as strong and safe as the Federal Reserve Bank. The company I represent will loan you that sum and hold it in trust for you until you attain age 65 and then pay it to you either in one lump sum or in a monthly income for life. All you will be required to do in the meantime is to pay 3 percent on the

amount borrowed. You will not be required to put up any collateral security. You will not be asked for an endorser on your loan, nor even for a reference, but merely by the payment of this small rate of interest you receive the principal.

"There is no plan known to finance whereby an estate can be created as easily—no other way to receive a principal by paying only the interest.

Loss of Earning Capacity

"In this contract that my company makes with you for this loan, they guarantee that should you lose your earning power—through total and permanent disability—regardless of what the cause may be—they will make your interest payments for you so as not to defeat your purpose of having the \$25,000 in old age.

"After making all the interest payments for you during disability, they will still give you the \$25,000 in old age. And, in addition, to making all your interest payments, the company guarantees to pay you 12 percent interest on the principal of \$25,000 just as though it were already your money. These payments would be made in monthly amounts of \$250 or \$3,000 a year.

Takes Care of Family

"That would provide the necessary funds for food, shelter, clothing and education for the children which you are now providing, but which you might not be able to provide if your earning power should be cut off through any of the dreaded diseases which keep large numbers of men from carrying out the programs they had planned.

"And here's the remarkable part of this contract—after keeping up your interest payments for you and paying you the 12 percent interest on your trust, you might think there would not be anything coming to you at 65, but just the opposite is true.

"The company guarantees to pay you

the \$25,000 and if you are still disabled they will continue the monthly payments of \$250 as long as you live if total and permanent disability continues. Or, you may continue to receive the \$250 per month for life plus interest on the \$25,000 and leave the \$25,000 to your wife.

"Now, there is just one other feature to this plan which is probably the most wonderful part of the agreement. If you should be so unfortunate as not to live to age 65 to receive this trust fund yourself, the company guarantees to immediately cancel all other interest payments which you would have made had you continued to live and this trust fund which you expected to receive later on, immediately becomes the property of your family.

Created by Single Payment

"Even if you have made but one interest payment and you die the company agrees to place this trust of \$25,000 to the credit of your family at once, without the payment of another penny from them and, further, they will administer the estate to them without charge.

"First of all they would pay your wife enough money to cancel the mortgage and thus give her clear title to home. After paying off the mortgage the company would pay her a monthly income for as long as she should live which would provide food and clothing for herself and child. When the child reaches college age the company will give him a certain amount each month for his education.

Guarantee Heart's Desires

"We underwrite your program of life just as you have planned it. We guarantee the fulfillment of your heart's desires. We only ask that you must be able to qualify physically. If you would like us to handle this for you, we will have our doctor come in and examine you. If you can qualify, we will be glad to help you."

AS SEEN FROM NEW YORK

BY G. F. WILLISON

BUSINESS IS SPOTTED

BUSINESS throughout the country still remains spotty and irregular, according to the latest reports of the trade reviews. Coal, shoes and wearing apparel lines have been stimulated by the cold weather, but the wholesale trade peak was apparently passed in September. The many recessions in industry were offset by several large advances so that the week's balance was rather more favorable than unfavorable. Money rates continued to ease off and bank clearings decreased at a number of important points, particularly in the South, because of the cotton situation. There was a marked and unexpected rally in October building. While steel volume is not at its previous high level, production last month exceeded that for October, 1925, and was the largest recorded in any October, according to Dun's Weekly Review. As for life insurance, the larger agencies here are almost unanimous in reporting that business in October was much better than it has been since early spring.

WOMAN PRODUCER SETS RECORD

For the 93rd consecutive week Miss Emma Ditzler of the P. M. Fraser agency of the Connecticut Mutual has qualified for the App-A-Week Club. Her average over that period has been four policies a week, and her success she largely attributes to the fact that she has made herself a specialist. She concentrates her efforts on the sale of 10-year endowments to young business women. Why business women have a particular fondness for 10-year endowments is not altogether clear. In part it is undoubtedly due to the fact that as most of them are unmarried and without dependents, they are more interested in savings than mere protection. It may

also have something to do with the truth that every young woman, whether engaged in business or not, absolutely refuses to think of herself as ever older than 30 or 35. Then again speculations about the possibilities of marriage may enter their calculations, for no woman has ever been known to give up all hope this side of the grave.

CONNECTICUT MUTUAL MEETING

P. M. Fraser, general agent of the Connecticut Mutual, and his associate manager, Charles J. Zimmerman, will both attend the meeting of the company's general agents which will be held at Biloxi, Miss., during the week beginning Feb. 2.

NEED FOR DEFINITE PLAN

"The chief reason for the failure of agents to sell business insurance," says Associate Manager Zimmerman of the Fraser agency of the Connecticut Mutual, who has made a profound study of the whole subject, "is due to the fact that they do not suggest a definite plan for the distribution and use of death benefits. Agents should present one definite concrete plan just as he would in a case of personal insurance. By doing this he does not confuse or muddy the partners."

BUY WHAT IS PRESENTED

"In all my 40 years in the life insurance business I have yet to meet a layman who really knew anything at all about life insurance," said L. A. Cerf of the Mutual Benefit recently. To most agents the statement itself will be neither new nor startling. But its implications are worth a thought. If true, as it undoubtedly is, it means that an agent sells those policies he wants to sell. In other words, if he talks term insurance,

Kansas Oklahoma Texas

The Springfield Life Insurance Company has recently opened Branch Offices in Kansas, Oklahoma and Texas. For the Live, Wide-Awake Producer there is an opportunity to get in on the GROUND FLOOR and secure a REAL GENERAL AGENCY contract in these states.

Already a portion of the desirable territory has been assigned. Other assignments are pending. Prompt action will secure a LIFE LONG CONTRACT with Liberal First Year Commissions and NON-FORFEITABLE RENEWALS.

Our PROSPECT BUREAU is placing in the hands of our Agents BONA-FIDE INTERESTED PROSPECTS. We are taking our FIELD MEN out of the class of "Sidewalk Merchants," "Peddlers," "Solicitors" and "Canvassers."

Our "PREFERRED ORDINARY LIFE" Policy meets all competition. The Net Cost is Exceedingly Low.

Our New "OPTIONAL LIFE INCOME AND ENDOWMENT" Policy has met with instant approval. The Large Annual Dividends paid by the Company makes the net cost on all plans competitive.

If interested write either of the following or the Company:

E. H. LAW
State Manager for Kansas
229 South Hydraulic St.
WICHITA, KANSAS

FORD AND FORD
State Managers for Texas
3551 University Blvd.
DALLAS, TEXAS

J. S. COE
State Manager for Oklahoma
(Temporary Address)
1400 Topeka Blvd.
TOPEKA, KANSAS

Serve and Succeed With
the Springfield

SPRINGFIELD LIFE INSURANCE COMPANY

A. L. HEREFORD, President

SPRINGFIELD, ILLINOIS

C. HUBERT ANDERSON
Superintendent of Agencies

he will sell term insurance; if he talks endowments, he will sell endowments; if he talks small policies, he will sell small policies. Clients are pesky enough, in all conscience, but almost all of them realize their fundamental ignorance of even the A, B, Cs of life insurance and in the end are more or less inclined to take the agent's advice as to what is best for them.

WHAT IS A PROFESSION?

In connection with much acute and also much obtuse talk about placing life underwriting on a professional plane, it might not be amiss to ask just precisely what are the earmarks of a profession. "The peculiar characteristics of a profession as distinguished from other occupations," writes one of the two great figures on the bench of the U. S. Supreme Court, "I take to be these:

"First, a profession is an occupation for which the necessary preliminary training is intellectual in character, involving knowledge and to some extent learning, as distinguished from mere skill.

"Second, it is an occupation which is pursued largely for others and not merely for one's self.

"Third, it is an occupation in which the amount of financial return is not the accepted measure of success."

Whether their occupation is a profession or not, life underwriters might well scale their daily work by that measure.

GERALD A. EUBANK'S COMMENT

Apropos of the same subject, Gerald A. Eubank of Hart & Eubank of the Aetna Life took occasion to remark before a large gathering of Toledo life underwriters and bankers that he, for one, was not particularly anxious to see the day when life insurance salesmanship would be classed as a profession. "I shall be forever content," he said, "to see it termed that great American institution which has made our country the outstanding leader among the nations of the world—Business. No greater satisfaction or honor can come to any man than to be known and recognized as a successful American business man."

WALLIS UNDER FIRE

Commissioner of Correction Frederick A. Wallis, general agent of the Mutual Life in New York, is under fire in Mayor Walker's probe into the conditions that made possible the attempted jail break at the Tombs Nov. 3, which resulted in the murder of a warden and a keeper and the suicide of three prisoners. When Charles Evan Hughes was governor he named Mr. Wallis as insurance commissioner, but withdrew the appointment for political reasons before the state senate acted upon it. Commissioner Wallis has long been prominent in city affairs through his activities in many religious and reform movements.

MONTHLY DINNER MEETINGS

The Loesch Associates, part of the Hart & Eubank organization of the Aetna Life, have decided to hold a series of monthly dinner meetings both social and business in character. The first was held last week and about 20 members enjoyed a very pleasant and profitable evening. These dinner meetings were decided upon to supplement the regular Monday morning meetings held for the Hart & Eubank organization as a whole.

ENTHUSIASM IS CONTAGIOUS

What is the value of local life underwriters association meetings? While always a steady worker and consistent producer, Louis May of the Johnston & Collins agency of the Travelers had been going along from day to day for many months without any particular enthusiasm or inspiration. More or less in line of duty he attended the first meeting last month of the New York association. With rapt attention he listened to the talks of Vincent B. Coffin and Edward A. Woods. Their fire rekindled something in his spirit. In less than a month between that first associa-

HAVE ACHIEVED SUCCESS AS AGENTS THOUGH HANDICAPPED BY BLINDNESS

PHILADELPHIA, Nov. 18.—To sell life insurance with all faculties alert and in perfect order, is admittedly a science, but to sell life insurance, compete with normal and healthy agents with the handicap of blindness, independent of charitable offerings, is an inspiration to fellow workers and an achievement worthy of admiration of all men. Yet Philadelphia boasts of four blind agents who have achieved their initial step toward success, if not actually on the high road to big production within the past three years. They are Captain Frank Robbins of the Equitable Life of New York, graduate of the University of Pennsylvania, who was blinded during the world war; Harry Keifrid of the Aetna Life, another veteran of the war; Henry Robbins, who has been partially blind since his youth, also of the Aetna, and David Sillman of the Aetna. These four, and Julius Jones of New York, famous blind agent of the New York Life, spoke of their experiences at the November meeting of the Philadelphia Association of Life Underwriters this week, telling how they cope with the problems all life insurance men meet, plus the problem of overcoming the inability to see their prospects.

tion meeting and the second Mr. May wrote and paid for \$510,000 of new business, including two \$100,000 cases. Enthusiasm is contagious—expose yourself to it.

WAINWRIGHT'S PRODUCTION BIG AID

The outstanding production record of D. G. Wainwright of the Hoey, Ellison & Wendt agency here of the Equitable of Iowa explains in part why the agency is running several million ahead of last year's figures and why it established a new high watermark last month by writing \$1,170,000 of new business. Since the first of the year Mr. Wainwright has written a little more than \$1,500,000 and hopes to write at least \$250,000 more before the whistles begin to blow on the New Year.

President Henry Moir of the United States Life and Charles G. Taylor, Jr., assistant manager of the Association of Life Insurance Presidents, both of whom are deeply versed not only in the theory but the practice of the business, are offering instruction in life insurance in the general insurance course that opened this week at the Bedford branch of the Y. M. C. A., Brooklyn. The course is primarily designed to prepare men for brokers' license examinations. All phases of life, fire and casualty underwriting are treated by leading experts in each field.

HOEY, ELLISON & WENDT DANCE

Hoey, Ellison & Wendt, managers in Greater New York for the Equitable Life of Iowa, gave a dinner dance and entertainment last week at their offices to the 40 leading agents of the organization and their ladies. Both during and after dinner entertainment was provided by various talented members of the staff. Before the saxophones began to moan for the dance, the guests were regaled with a turkey dinner at which speeches were given by the Metropolitan branch managers, J. J. Keon, W. R. Kle and J. C. Handshoe, and by Branch Manager W. C. Wanbaugh of Newark. The festivities were in celebration of the great success of the 1,000 point production contest held during October when \$1,170,000 of new business was written, a new high record for the agency.

GUARDIAN LIFE SPEAKERS

The speakers at the last two meetings of the fall educational course of the John C. McNamara Organization here representing the Guardian Life were Hugh D. Hart of the Hart & Eubank

The history of the training of these men center around the efforts of the Aetna Life agency in Philadelphia, where, under the tutelage of W. R. Harper, general agent, and his assistant, W. J. Gilmartin, Henry Robbins was first introduced to the intricacies of life insurance salesmanship. "Mr. Robbins, blind at 25 years of age, has been an inspiration to everyone in the Philadelphia agency of the Aetna," Mr. Harper stated in an interview. "He stands second among all agents for the number of applications paid for in October, and has been producing at a rate of \$300,000 a year. We can say nothing that will express adequately our admiration for his independent endeavor to master rates and policy forms, sales points and endless tabulation of helpful data by the Braille system.

"His entrance into the life insurance business was coldly calculated. He was offered a scholarship to take him through the Wharton school of finance and commerce of the University of Pennsylvania, but preferred to pay at least part of his way by means of selling magazines. Many men might think that his handicap would bring in a certain proportion of charitable policies, but the

agency of the Aetna Life, which last year had a larger production than any other agency in the country, and Harry L. Kolman, an independent writer of New York and Chicago, who for many years has written an average annual volume of from two to three millions. Mr. Hart first described the nature and the operation of the closed mind and then gave a demonstration of the practical arguments agents could use to open it up so that the prospect would be willing at least to give consideration to life insurance in relation to his actual needs.

Mr. Kolman said that his success was due to the fact that he had always tried to obtain contacts with prospects of purchasing power. He showed his methods in meeting people of means and influence and his methods in developing these contacts in such a way that a large volume of business is always just in front of him.

RESOLUTION ON PART-TIMERS

In its present agitation over the question of twisting and the part time agent the executive committee of the New York Life Underwriters Association has sent out letters to all members asking them to sign a series of resolutions which were first passed at a meeting in 1921 the most important of the resolutions reads as follows, "That no member of this association shall hereafter make or cause to be made any new application for any person to be licensed who does not honestly intend to engage within two years exclusively and entirely in the business of insurance.

"At the time the resolutions were passed in 1921 there were 111 general agents in the local association. Only 70 of them, or about 65 percent signified their approval by signing them. At the present time about 300 general agents belong to the association. To each one of them a copy of the resolutions has been sent for his signature.

Lawrence Priddy, the member of the executive committee who is most actively engaged in the present campaign against parttimers hopes to get an almost unanimous response. At the very least he expects a much larger percentage to sign than did five years ago, inasmuch as the attitude of the general agents and the conditions of the business have materially changed since then.

Vincent B. Coffin, director of the life insurance training course of New York University is also deeply interested in the problem having promised an article against both parttimers and the evil of twisting for the next issue of the association's bulletin.

size of his premiums precludes any such idea. He is independent of charity. He has the gift of selling life insurance on its own merits, and a hint of a charitable inclination on the part of a prospect usually closes the interview."

Wins Success by Work

Mr. Gilmartin, whose task it was to train the blind agents, credits Mr. Robbins with an insatiable appetite for work. "Mr. Robbins had the advantage of no printed forms, no printed rate books, no reading matter to refer to in time of need," Mr. Gilmartin pointed out. "In the beginning of his training he transcribed the necessary rates, formulas and sales points into 5,000 sheets of Braille form. He has now a stenographer, blind as well, who takes his dictation in a Braille shorthand, and transcribes such notes into regular Braille script. Many nights and Sundays, I have seen Mr. Robbins putting down for future use his recollections of the class lectures, his outline of sales talks and the rates of the more popular policy forms.

Gets Information from Prospects

"But Mr. Robbins' success lies not only in his ability to work hard, but also in the information he has accumulated on every person he talks to on the subject of insurance. Whether a person is interested in insurance or not, Mr. Robbins, before he leaves, will have sufficient data with which to program that person. Further, Mr. Robbins has been sold thoroughly on life insurance. He, as well as Harry Keifrid, and David Sillman, entered the field because, after some serious study, they concluded that there was not sufficient difference in the rates of competing companies to militate against their limitations in obtaining knowledge of changes quickly. Primarily, their handicap of blindness has been an incentive for more labor, closer attention to detail, greater exactitude in solicitation and programming, in order that they might compete on a more equitable basis with those of us who have the gift of sight. In short, they feel that the only thing necessary for them to do to overcome their handicap, is to put comparatively more push behind their endeavors than the salesman who can see.

Sells All Lines of Insurance

"Harry Keifrid's situation is entirely different from that of Henry Robbins. Mr. Keifrid is some years older, and was not only made totally blind during the war, but has additional physical handicaps in the form of wounds. He has not been a full time life insurance man, but has been selling all lines of insurance. Where Mr. Robbins is single, Mr. Keifrid has a most charming wife, and three beautiful children. Robbins can see sufficiently to make his own way about the city, but Harry Keifrid must be led.

"We firmly believe that the Braille system can be made the means of helping many an independent and aggressive man, handicapped by the loss of his sight, into an agent without peer, and we are justly proud of the work of our three blind agents and look to them to prove our faith in their ability without hesitation," Mr. Gilmartin concluded.

Seek to Aid Blind

The Philadelphia association is introducing the blind agents with the idea of gaining their cooperation in developing a plan for enabling them to obtain at least some of the advantages of reading matter enjoyed by underwriters possessing their full vision. It is to be urged upon all agents' associations of the United States and Canada to subscribe to a fund to be used for the procurement of reading matter printed in Braille. "Every underwriter and the general public must appreciate the extreme courage of these men in entering, and with considerable success, one of the most arduous professions," the association says. "It is believed that when a plan now in preparation is submitted it will meet with universal approval."

OPPOSES PART-TIMERS**AGENTS INVADE OTHER LINES**

Gerald A. Eubank Warns Against Dangers of Trying to Operate in Too Many Fields

TOLEDO, O., Nov. 17.—More than 250 of the most prominent local life underwriters and bank executives were guests at a dinner given by the Commercial Savings Bank & Trust Co. The speaker was Gerald A. Eubank of Hart & Eubank, general agents of the Aetna Life in New York city, who talked on business insurance and the dangers of overselling service. "Where are we in salesmanship?" Mr. Eubank asked. "The time is fast approaching when the men who sell life insurance will be called upon to show their credentials as successful business men. Can we qualify? We are essentially sellers of service. Are we giving full measure of our product, or are we 'overselling'? Can we deliver all the service we are claiming to sell? We are certainly getting paid for what we claim to sell. Can we deliver?"

Pose as Experts

"We are paid for selling life insurance, nothing else. Yet many of us are attempting to sell our clients expert advice on drawing wills, creating trusts, tax service, expert accounting, judicial matters and what not. We are interested in and are paid for performing only one service, selling life insurance. That is our principal business, our one source of profit. Yet we pose as experts in many other lines. We actually spend a great deal of time, our greatest asset, in 'part-timing' in other businesses, notwithstanding the fact that for many years we have harped on the evil of the part-time agent in the life insurance business. We spend time 'part-timing' that we could profitably use in selling more life insurance, building up better business, making more money and achieving a greater success. What do you think the lawyers, trust companies, public accountants, tax specialists and others think of us 'part-timers' in their business or profession?"

Cannot Afford Time

"From a purely selfish point of view, how can we afford it? We make our money selling life insurance. Our companies make their money through insuring lives. Selling life insurance is our business. Let's stick to that. Let's not try to perform the work of qualified attorneys, trust companies and accountants. These people are all entitled to carry on their own affairs for which they are fully qualified. Instead of competing with them, let's cooperate with them. Take the trust companies as an example. I am one of those underwriters, old-fashioned perhaps, who believe that a trust company has a legitimate place in community affairs. I am convinced that the officials of local trust companies are more familiar with, and consequently more efficient in dealing with, local business conditions than are officials of life insurance companies with headquarters in New York, Philadelphia, Hartford or Boston."

Part-Timers Compete

"We are now trying to sell more service than it is humanly possible to deliver. We read a few tax decisions, subscribe to a tax service, read a few sample wills, a few court decisions and overnight become expert advisers in all these matters. We are good salesmen and in selling our client a life insurance contract we succeed in persuading him that we can solve all his life's problems, now and forever more, at no expense to him. We draw up a will, and a trust agreement is drawn in the insurance contract. Things go along nicely until another agent comes along a year later and he, being also a good salesman, persuades your client that he cannot ac-

REPORT ON MORTALITY**YEAR NOT UP TO STANDARD**

Early Influenza Epidemic and Outbreak of Measles and Whooping Cough Are Factors

In its current statistical report the Metropolitan Life sums up the mortality record of the first nine months of this year, pointing out that while it has not been definitely unsatisfactory, it has not been quite up to the standard of recent years. It is pointed out that 1926 had a bad beginning as a result of the widespread prevalence of influenza and pneumonia during the early months.

"Flu" Boosted Rate

The influenza epidemic of this year had the usual consequences with an increase in death rate from organic heart disease and chronic nephritis. The Metropolitan Life believes that the situation has cleared up, however, since there has been no particular indication of an autumnal recrudescence of influenza or influenza pneumonia. Other factors which have operated unfavorably this year have been outbreaks of measles and whooping cough, these bidding fair to reflect the highest death rates in a decade. There are similar increases in mortality from cancer and diabetes. These increases have not been quite counterbalanced by the combined decreases in death rates from diphtheria accidents and some other classifications. Diphtheria normally has shown a rapid falling tendency, the death rate for this among the industrial policyholders of the company for the first nine months this year being the lowest ever recorded for a like period, 8.7. Typhoid fever promises to record a new minimum in 1926. Last year there was a break in the long sequence of declines in death rates from this disease, but this year there is every indication that the decline will be resumed.

complish all he wanted done because of changes in the law or other circumstances. Or your client has lost his wife, or his daughter has married and there is now no need for the arrangement made to provide her education.

Becomes Parasite on Time

"Ever changing conditions confront your various clients. You would like to 'follow through' on each policy sold and make all necessary changes, but you cannot. You have an ever increasing clientele. You must continue to sell more and more insurance. Your earnings come from selling policies and not from changing trust clauses in policies on which you have already been paid in full. You are unable each day to go through your records covering many years' work to check up on each policy sold and see that all changes are made in these policies to make them conform with changes in laws and tax decisions. The larger your business, the more numerous the changes. If you made all of them, soon you would have no time for writing new business."

Knights Life Official Dies

Charles J. Jaegle, Sr., founder of the Pittsburgh "Catholic Observer," the Altoona edition of which is the official organ of the Altoona diocese of the Catholic church, died recently at his home in Pittsburgh at the age of 73. He was one of the founders of the Knights Life nine years ago and served as its treasurer up until the time of his death.

Eureka-Maryland's Campaign

The Eureka-Maryland of Baltimore has concluded its annual autumn ordinary campaign which has been one of the most successful in its history. A total volume of \$4,160,015 was written in the course of a week's campaign.

There's a Place for You—

out in California where you can write insurance for a Home Company among a progressive people under delightful weather conditions every day in the year.

If you are a clean, competent salesman of life insurance, bearing proper credentials, and desire to locate in Sunny California to produce business under an attractive agency contract, write now to M. F. Branch, Manager of Agencies.

CALIFORNIA STATE LIFE

J. Roy Kruse, President

SACRAMENTO**YOUR OPPORTUNITY****DISTRICT MANAGERS—GENERAL AGENTS***Splendid Inducements*

We've had Twenty Years consistent growth and are now ready for a Broader Expansion Program.

Home Office Co-operation—Up-to-date Policies.

Operating in Iowa — Minnesota — So. Dakota — Nebraska.

Write us in confidence to see if our desires and Qualifications are Mutual.

A Clean Record—Ability—and a willingness to work hard are the most essential Qualifications.

Address T-83, c/o

THE NATIONAL UNDERWRITER.

ASSISTANT AGENCY MANAGER

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BUILDING OF AN ESTATE BY THE SALESMAN OF LIFE INSURANCE

O. J. ARNOLD, president of the Northwestern National Life of Minneapolis, in the company's house organ, under the caption "The Life Agent's Estate" gives some suggestions as to the building up of a competency by an agent showing how by careful cultivation of business and the reduction of lapses he can soon build an income that is worth while. Mr. Arnold says that a life man can set his own goal as to the amount of estate he wants to accumulate and can ascertain with reasonable accuracy how much business he must do each year to assure the accumulation of that estate. Mr. Arnold says:

We, in the life insurance business, derive a certain degree of satisfaction in that in the prosecution of our business we are doing good to our fellow men. But this opportunity for good works is not what brought us into the business. Every one of us, I take it, went into the business primarily to make a living. Some of us—all, I hope, in this organization—imbued with ambition to attain financial independence, recognized the opportunities offered by life insurance selling for building up an estate, and this influenced us in selecting it as a life work.

Offers Fine Opportunity

The business of life insurance offers every man an opportunity to become financially independent. Many cash in on this opportunity. Why not all? Lack of a definite plan, with the result that the agent does not continue to realize the significance of his renewal income as an estate builder, is a principal reason.

When a man whose income for personal services is derived from a salary, commissions, or from fees, sets out to accumulate an estate, he must lay down certain rules for his guidance in accumulating that estate. One fundamental rule is to live within the income he derives from his personal services, setting off into the estate the excess of such income over and above his living expenses. This excess so set aside he will look upon, until it attains some proportions, as savings.

Second Fundamental Rule

A second fundamental rule is that while he is accumulating that estate he will not encroach upon these accumulated savings (or the property or securities that represent them) or the income or profits derived therefrom.

He may not invariably follow these fundamental rules—exceptions may have to be made, but as a rule, he will follow them.

Such a man, intent on attaining financial independence, will not have progressed far before he finds that he is looking upon his estate as something apart from himself—a trust fund, as it were, the income from which he is hardly less free to use than if it were not his own. If he does at times use part of his estate income, he will consider it as a loan, to be repaid to his estate account as promptly as possible from income earned by his personal services. When he has acquired this attitude he is on the road to his goal.

Facilitates Accumulation of Estate

The division of fees paid a life insurance agent into first year and renewal commissions facilitates the accumulation of an estate. But this arrangement of itself will not accumulate an estate; will power is necessary. The agent may freely use the entire income derived from first year commissions. However, he should make his first year's commission cover all of his living and operating expenses. If he is not doing so now, he should commune with himself and find out what is wrong. He should not anticipate his renewals; they should be left free and unincumbered. If he is

in debt, he should bend his efforts to the production of such an increased volume of new business that the first year's commissions therefrom will free him of debt. In your individual case, "Impossible," you say? Not at all.

Few Reach Maximum Capacity

There isn't one life insurance agent in a thousand who is producing at his maximum capacity. None of us but are surprised at what we can do—well beyond what we thought our utmost—when put right up against it and having a will to win. And how easy it looks—after you have done it. You can produce business—if you will just think you can—the first year's commissions on which will be sufficient to cover your living and operating expenses and to liquidate any reasonable debt.

Can Set One's Own Goal

The life insurance agent has this advantage over men in other callings; he can set his own goal as to the amount of the estate he wants to accumulate and can ascertain with reasonable accuracy how much business he must do each year to assure the accumulation of that estate.

Let us take the case of an agent who writes \$100,000 of business a year, average premium \$35 per thousand, and whose agency contract gives him 9 renewals of 5 percent. The table herewith shows the amount to which the renewals will accumulate at 5 percent interest, during the periods stated therein, if this agent stays in the business 11 years, or 21 years, and then retires. No apology is offered for making the calculation on the basis of 21 years' service. Age and gray hairs are no detriment to a life insurance salesman; they are a positive asset as in the law. Skill in presentation and wisdom in life insurance lore that come with years of service and experience, enhance the life agent's standing with his clients.

Table Is Explained

The first line in the table shows the amount of estate that will be accumulated if there are no lapses or any terminations whatever. The result would, of course, be the same if any lapses or other terminations were offset by production in excess of \$100,000 per annum. The amounts set forth in the succeeding lines in the table are on the basis of first year lapses at the rates indicated.

There is a well-marked relation between first year lapses and lapses of subsequent years. Experience shows that lapses during and at the end of the second policy year will average one-fourth of first year lapses, with a rapidly diminishing rate thereafter. If we know the first year lapse rate on a given group of business, a very fair prediction can be made as to the rate of lapse in subsequent years.

Should Set Quota at \$300,000

Every fulltime life insurance agent should set his yearly quota of new business at \$300,000 as a minimum. This, in my judgment, is not an unreasonably high goal for agents in view of the service rendered them by their general agents and managers, and the home office. However, whatever the consistent yearly production, the accumulated value of the renewals if set aside to your estate may be predicted with reasonable accuracy from the table on the previous page, based on \$100,000 yearly production.

\$100,000 Yearly Production, Average Premium \$35, 9 Renewals at 5% Each			
	11 Years' Service	21 Years' Service	
	Renewals	Renewals	
	Acc. to End of	Acc. to End of	
	20th Year	30th Year	
No first year lapse...	\$27,413.98	\$68,925.30	
10% first year lapse	23,689.98	59,560.07	
20% first year lapse	20,162.98	50,694.55	
30% first year lapse	16,496.92	41,477.20	

TWO BASES ARE USED

RESERVE TABLES PUBLISHED

New York Insurance Department Issues Six Sets of Level Net Premium Tabulations

The New York insurance department has announced the publication of six sets of level net premium mean reserve tables on the American Experience 3 percent and 3½ percent bases as follows:

Table No. 302—American 3 percent; continuous premium endowments maturing at ages 40, 45, 50, 55, 60, 65, 70, 75, 80 and 85; 1st to 70th years, both inclusive; ages at issue 15 to 65, both inclusive. Each set consists of 48 cards. Price \$9 per set.

Table No. 203—American 3 percent; twenty payment endowments maturing at ages 40, 45, 50, 55, 60, 65, 70, 75, 80 and 85; 1st to 20th years, both inclusive; ages at issue 15 to 65, both inclusive. Each set consists of 20 cards. Price \$4 per set.

Table No. 3½-0—American 3½ percent; ordinary life, paid-up life, and 5, 10, 15, 20, 25 and 30 payment life; 1st to 81st years, both inclusive; ages at issue 15 to 70, both inclusive. Each set consists of 70 cards. Price \$6 per set.

Table No. 3½-2—American 3½ percent; continuous premium endowments maturing at ages 40, 45, 50, 55, 60, 65, 70, 75, 80 and 85; 1st to 70th years, both inclusive; ages at issue 15 to 65, both inclusive. Each set consists of 48 cards. Price \$9 per set.

Table No. 3½-3—American 3½ percent; twenty payment endowments maturing at ages 40, 45, 50, 55, 60, 65, 70, 75, 80 and 85; 1st to 20th years, both inclusive; ages at issue 15 to 65, both inclusive. Each set consists of 20 cards. Price \$4 per set.

Table No. 3½-7—American 3½ percent; 5, 10, 15, 20, 25, 30, 35, 40, 45 and 50 year endowments; 1st to 50th years, both inclusive; ages at issue 15 to 65, both inclusive. Each set consists of 28 cards. Price \$6 per set.

The above tables are printed on cards for convenient use. Sets of the reserve cards will be sold at the prices indicated until the supply is exhausted. The price has been fixed merely to cover the approximate cost of printing. Checks should be made payable to "Superintendent of Insurance, State of New York."

Sought by Actuaries

Officials of the department explain that their decision to publish the tables was taken because of the constant demand on the part of actuaries throughout the country. Up until a few years ago when the state began to economize rigorously, these tables were published periodically and distributed gratis by the department. They proved so useful to actuaries in saving them pages and pages of routine calculations that the demand moved the state department to publish and sell at cost the present large edition of these tables which have been corrected, amended and brought thoroughly up-to-date.

TRANSFERS LAMMERS TO OHIO

American Central Appoints Him Superintendent of Agencies for Western Part of State

Henry H. Lammers has been appointed superintendent of agencies in western Ohio for the American Central Life with headquarters at Columbus. His son, Irving H. Lammers, has been appointed his assistant.

Mr. Lammers joined the American Central as a Florida district manager about a year ago. His son was formerly in charge of the Agents' Service Bureau at the home office. Mr. Lammers made a splendid record in Florida where he established his district as one of the leaders. He has also demonstrated his ability as a personal producer.

INTEREST IS REVIVED IN NON-MEDICAL PLAN

Temporary Increase in Limits by
Fidelity Mutual Life Closely
Watched

OPINIONS VARY GREATLY

Innovation Favored by Agents but Phil-
adelphia Companies Still Pro-
ceeding Cautiously

PHILADELPHIA, Nov. 17.—The increase to \$10,000 in limits for non-medical policies recently announced by the Fidelity Mutual Life, has been received with much interest by local home offices, inasmuch as it brings up once again the general question of writing without medical examination.

The Fidelity Mutual's increase is for November only, and is designed to reach old policyholders for an increase in coverage. The new limit is applicable to all policyholders who have been in good health or have been issued policies during the last two years. The company has found the plan peculiarly adaptable to rural communities, particularly in those numerous cases in which the agent has found it difficult to bring the applicant and medical examiner together.

Favored by General Agencies

Several of the general agencies report that they find production increased materially on the small sized applications by this means, and point to the opinions of several doctors and actuaries who claim that less importance is attached to mortality in medical selection system than formerly, as the losses are not noticeable after five years, for the soundness of the underwriting of this class of business.

But the general adoption of the non-medical policy by local companies, even for intensive selling in the rural districts, is still a matter of grave consideration. They admit that the introduction of such sales aids as non-medical policies can be of great assistance in increasing a certain class of small risk business. The big improvement, however, is expected to come from proper selection of agency forces in the field, and greater research as to territorial potentialities in sales volume.

Pennsylvania Field Concentrated

For example, several of the companies are using the survey made recently by the Life Insurance Sales Research Bureau in Pennsylvania, in which it is shown that the potential buyers of life insurance are confined to eight or nine counties out of a total of 67 in the state. As these districts are well covered by metropolitan agency forces, and contribute fully 70 per cent of the state's purchasing power, the remainder of the territory, situated in sparsely populated areas in 58 fair sized counties, would be costly to sell except by periodical visits of agents especially equipped in local feeling and with a peculiar knowledge of colloquialisms.

In short, with 30 per cent of the state's wealth located in and close to Philadelphia and Pittsburgh, agency managers and company executives are intensively interested in city developments, and, while closely watching the experience of the companies underwriting non-medical, have not all reached the point where they are willing to adopt the measure.

Experimenting With Plan

Most of the local companies have experimented with the non-medical plan, with a view of working out actuarial

records. Yet a number of companies, old and new, have found a huge production on this basis. In the rural communities, however, the man to reach would necessarily be the farm or ranch owner, the small banker or merchant, whose means would permit them to carry more than the average limit of \$2,000 required by the non-medical policies offered. It is true, proponents state, that the sale of a non-medical policy might be the entering wedge for larger amounts later, and it is for this reason that the companies that have no such features are thinking seriously of the possibilities.

There is, however, another aspect of the situation that is thought to be serious, and that is the proper selection of rural agents who have sufficient knowledge of the principles of underwriting to make proper selection of risks on a non-medical basis. Close supervision in city agencies make the underwriting less hazardous, but in a small rural agency, where the general agent is also the principal producer, there is a limitation to the amount of supervision as well as broad training in comparison.

MAKING IMPORTANT CHANGES

Mutual Life Announces Some Promotions That Involve Three of Its Successful Managerial Men

The Mutual Life of New York has transferred Manager A. P. Ballou of Louisville to its Detroit agency in recognition of his signal ability both as manager and personal producer. As Mr. Ballou's successor in Louisville, the company has named Perrin H. Lowrey, district manager at Memphis, Tenn. Mr. Ballou joined the Chicago agency in 1911 and three years later was appointed as manager at Louisville, winning an enviable reputation for himself there as a genial, accomplished personality, a profound student and clear writer on insurance and an outstanding example of that rare type of manager who inspires and sustains a quiet, steady enthusiasm.

In his new duties Mr. Ballou will have charge of 29 counties in Michigan, a large, rich territory offering him a wider scope for the further development of his managerial ability. His headquarters will be in the Penobscot building, Detroit.

Mr. Lowrey became a member of the Memphis agency in 1920 and in 1922 was appointed district manager in the territory. He is a successful personal producer, having qualified for the \$250,000 Club five times. He resembles Mr. Ballou whom he succeeds in that he is a hard worker, has an engaging personality and an abounding enthusiasm he is able to impart to others. Mr. Lowrey begins his new work at Louisville on Dec. 1 with headquarters in the Marion E. Taylor building.

Spence Gets Grand Rapids

The company also announces that on the same date H. Wibirt Spence will take charge of the Grand Rapids agency as manager. Radical changes were recently made in the boundaries of the territory which now consists of 29 counties in Michigan, a number in the southern peninsula having been added. Mr. Spence, whose main offices will be in the Building & Loan building, Grand Rapids, is expected to make a great name for himself in the new territory since he knows from experience the peculiar conditions and problems of constructive work in that field.

In all these appointments the Mutual Life has followed its established policy and practice of filling managerial positions by promoting soliciting agents who have demonstrated their ability for such positions. When circumstances and individual ability and character seem to warrant it, appointments are made from the membership of the \$250,000 Field Club. Thus greater opportunities are given to ambitious, capable field men who are moved steadily upward in rank from the smaller to the larger agencies.



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THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Gen'l Mgr.; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Insuring by the Average

IN A paper presented before the NATIONAL CONVENTION OF INSURANCE COMMISSIONERS an attack was made on group insurance, which was termed "wholesale insurance run riot." The speaker remarked that "group insurance willfully discriminates between insureds of the same class and equal expectation of life. It presents an insolent method of competition with which no honest company or fraternal society can compete."

The author of the paper then proceeded to cite an instance in which a group policy had been placed on all the employees of a company even though two men still on the payroll were in a tuberculosis sanitarium and one was in an insane asylum. Another case he mentioned was that of a group policy under which the first death occurred within one month after the policy had been written. The deceased was 70 years old and had had a leg amputated just a couple of years prior to his death, besides other known impairments.

Well, what of it? These illustrations were given to show the extremes to which group insurance is carried, but do they not rather show that the commissioner has missed the point of group insurance? There is nothing "extreme" about a death within a month after a group policy had been placed. It is of little consequence whether the first loss occurs the first or the twelfth month. The whole theory of group insurance

is that the company secures a distribution of risk, an average, through insuring all of a certain group. If any insurance company could write \$1,000 or any other sum on everyone in the country, there would be no need of selection. The average would be provided automatically and all that would be necessary would be to adjust the rate properly. Selection of risks is made necessary by the fact that, under the present system, if all bars were thrown down, there would be too much selection against the company. Those who need insurance most would take it in large amounts while the good risks would be less interested.

Group insurance is merely insurance by averages. One large group may have two lunatics (and probably more), a one-legged cripple and an invalid with only half a lung, but the hundreds or thousands of good risks in the group give an average mortality. It doesn't matter if there are deaths the first year. The company expects them. Group insurance is term insurance, and hence there is no policy reserve to be built up year by year as in ordinary insurance. The commissioner must remember that the company is merely writing a large policy on the average, not an individual policy on the physical, mental and moral wreck with one wooden leg already in the grave and a fractional lung who may already be gasping for his final breath.

Showing What Insurance Will Do

A. O. HUGHES of the FARMERS NATIONAL LIFE of Chicago, who is in charge of the agency department, made the statement recently that men in buying anything, whether it be a suit of clothes, an automobile or life insurance, desire the purchase to result in satisfaction, comfort and freedom from worry. They are not buying just a machine, a suit or a policy. They want these articles for what they can do for them.

The insurance diagnostician is one who can analyze the conditions of a prospect, visualize his needs and see what life in-

surance can do for him. When once he has the knowledge he should be able to lay out a program for the prospect that will hit the mark. As Mr. HUGHES puts it men are interested in what their life insurance will accomplish in the way of paying their debts, providing an income for their dependents, assuring an education for the children; establishing a retirement income for themselves or accomplishing the other purposes which they can make certain of accomplishing through life insurance. "Meeting prospects' needs" is the keynote today.

No Need for the Oily Tongue

A SUCCESSFUL insurance salesman does not have to be a "gab" artist, to use a street expression. He does not have to be oily tongued or use pompous or mystic phrases. All that he is called upon to do is to interpret the insurance contract in

language that the assured or prospect can understand. He must point out just what it does for the man. If it is something that meets his needs, no great salesmanship power is required to get the name on the dotted line.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Henry E. Tank, assistant manager of the Chicago branch office of the Travelers, was honored last week on his birthday by the presentation of a record week business by the entire agency force in Chicago. It was in celebration of the completion of 22 years of service with the Travelers, Mr. Tank being the oldest man in the Chicago organization in point of service. He joined the organization when it was first formed as cashier and has remained with it, developing a large brokerage business as well as building accident and health lines, in addition to life business. The results of the special week's campaign, staged in absolute secrecy, were presented to Mr. Tank at a surprise banquet on the evening of his birthday. W. H. Kolb, manager, and J. D. Keener, assistant manager, of the Chicago branch office, took Mr. Tank to the Chicago Athletic Club as a personal guest for dinner and there surprised him with a dinner party of the entire branch office staff of 24. At this dinner Mr. Kolb presented Mr. Tank with the week's result. The Chicago branch office of the company paid for \$1,733,000 in six working days, exclusive of group and accident business, with no one large policy and an average policy size of \$6,000. This was a record six days' production and on the final day, Mr. Tank's birthday, the production totaled about \$700,000. These applications were presented to Mr. Tank with a personal greeting printed on each one and to impress him with the meaning of the tribute he was required to sit at the banquet table and personally sign each of the applications in order that they might be put into the mail that night for home office approval, the counter signing keeping him there until after midnight.

W. Stanley Smith, former insurance commissioner of Wisconsin, who resigned that office to enter the race for governor of the state and who was defeated in the Wisconsin primaries, has opened a law office in Madison, where he will specialize in the practice of insurance law.

Henry Moir, president of the United States Life, has been in Chicago, and is taking a swing around the circle visiting some of the central western points.

Willard Done, former Utah insurance commissioner and still prominent in Utah insurance circles, sustained a broken arm last week as a result of slipping on the sidewalk. Examination showed the arm had been badly broken in the socket. Mr. Done is 60 years of age.

W. M. Furey, general agent for the Berkshire Life in Pittsburgh, was named by the board of directors of the Insurance Federation of Pennsylvania, at a meeting last week, as vice councillor to the Chamber of Commerce of the United States, representing the Federation interests.

Henry W. Abbott, who was appointed general agent of the Massachusetts Mutual Life at Pittsburgh to succeed the late John L. McFeely, joined the forces of this company Jan. 20, when he connected with the Detroit agency. Up to Oct. 1, his record for paid for business was \$685,000.

James F. Whitnev of Nashua, N. H., state agent of the Mutual Benefit Life, and dean of Nashua insurance agents, died at his home there of pneumonia after a short illness on Saturday. He was 56 years of age. He was prominent in local business and civic affairs.

Clearing a large acreage of cutover timber land now covered by underbrush, and at the same time making a profit in a queer "meat and dairy" business, Col. C. B. Robbins, president of the Cedar

Rapids Life, is ranging nearly 1,000 goats on his 1,100 acre farm four miles north of Viola, Ia. The goats were purchased from New Mexico, and most of the flock consists of Angoras.

Not only are the goats disposing of the brush on the land, but they are putting on weight and should sell at a premium over ordinary sheep's wool. The flock is also increasing in size and Col. Robbins should find his income greatly increased at shearing time next spring.

H. U. Bailey, director of trade and commerce in Illinois, is representing the Illinois insurance department at the annual meeting of the National Convention of Insurance Commissioners this week.

Jesse H. Moore, 71, widely known as a life insurance loan agent, died at his home in Columbus, O., a few days ago. He had represented the Michigan Mutual Life for 38 years as a loan agent. He was a brother of Alva F. Moore of Detroit, secretary of the Michigan Mutual.

J. M. Winings, superintendent of agencies of the Berkshire Life, visited the company's office at Indianapolis Friday and Saturday of last week. He was formerly Indiana representative of the company and so had many old friends and acquaintances to greet.

George E. Black, 59 years old, general agent for the Mutual Benefit Life at St. Louis, was stricken with a heart attack in his office at 5 p. m., Nov. 15, and died en route to him home in a taxicab which had been summoned by his son, Mallory.

Only two hours prior to his sudden death Mr. Black had completed the draft of his will and had delivered it to the St. Louis Union Trust company, which he had named joint executor with his attorney, J. C. Jones. At that time he was apparently in good health.

Mr. Black collapsed suddenly but revived quickly and was able to walk to the taxicab. He had been in a jovial disposition and even after the attack had remarked: "It will pass away. Very likely something I ate for lunch didn't agree with me."

In the taxicab with Mr. Black and his son were Grant A. Sharpe, agency manager, and Arthur F. Beinke, special representative for the insurance company.

When the taxicab reached Eighteenth street, which is about 13 blocks from his office, he again collapsed. He was pronounced dead by Dr. Joseph F. Mayes, who was hurriedly summoned. The body was taken to an undertaking parlor.

Mr. Black started his business career as a clerk in a small bank in northern Kansas and quickly rose to the position of cashier at the age of 21. He assisted in the formation of three banks in northern Kansas and western Missouri, but because of his physical unfitness for the confinement of banking work he turned to insurance. His first insurance connection was with the Travelers Insurance Company at Kansas City, Mo., in 1896.

After a brief period he was called to the home office as a special agent and shortly thereafter was promoted to superintendent of agencies. He resigned that position in 1907.

His next business step was to become the junior partner in the firm of Darby & Black, general agents for the Mutual Benefit at St. Louis, and in 1911 when W. C. Darby retired he succeeded to sole control of the agency.

Mr. Black is survived by one son, Mallory, who is connected with the agency. He held membership in the old St. Louis Club, the Missouri Athletic Association, City Club and St. Louis Chamber of Commerce.

LIFE AGENCY CHANGES

SMART SUCCEEDS ZACHARIAS

Equitable Life of Iowa Appoints New General Agent to Develop Detroit Territory

With a desire to give to his personal affairs the time required, Melvin H. Zacharias, general agent for the Equitable Life of Iowa in Detroit, asked the company to relieve him of the duties of general agent and allow him to continue with the company as special representative. The company has appointed as his successor F. A. Smart, director and vice-president of the George H. Beach Company of Detroit, who, since his association with that corporation, has been its leading producer in volume of business. Mr. Smart grew up in a life insurance atmosphere, his father having been one of the stalwart producers of the Mutual Benefit in its Detroit agency.

Mr. Smart entered the life insurance business in the Johnston & Clark agency of the Mutual Benefit as an agent in 1913, and remained with that agency until 1923. While associated with Johnston & Clark, he was for some years superintendent of agents and in that capacity was one of the factors in its growth and development. In 1923 he became associated with the George H. Beach Company. In 1925 Mr. Smart was made a director and elected vice-president of the company.

J. C. Edwards

J. C. Edwards, former Kansas City insurance man, has been appointed state manager for the Kansas City Life in southern Georgia. Mr. Edwards will have his office in Macon. He is a former resident of Georgia.

Sidney Wellbeloved

Sidney Wellbeloved, who has been an assistant manager of the Phoenix Mutual Life in Chicago, has been appointed associate manager with W. W. Williamson. Mr. Wellbeloved has charge of the training of agents and developing them. He is an industrious leader who has proved highly successful in agency organization work, supplementing the excellent effort of Manager Williamson. Mr. Wellbeloved was formerly connected with the Chicago agency of the Mutual Life.

C. F. Edwards

The Atlantic Life announces the appointment of Carl F. Edwards as general agent at Dallas, Tex., with territory including that city and outlying counties. Mr. Edwards was formerly manager at Dallas for the Cotton States Life.

C. C. Clamp

C. C. Clamp was resigned as general agent at San Antonio, Tex., for the Atlantic Life to go into another line of business.

W. A. Evans

The Federal Union Life of Cincinnati has opened a home office general agency for the ordinary department. William A. Evans, formerly connected with the Evans Oil Works, has been appointed general agent. Mr. Evans recently sold out his business to the Pure Oil Company and decided to enter the life insurance field. The office is located in the Dixie Terminal building.

B. M. Knapp

B. M. Knapp has been appointed manager of the group department of the Aetna Life at Indianapolis under General Agent Paul W. Simpson, succeeding E. J. Palmer, who has resigned to enter the general insurance business at Akron, O. Mr. Knapp goes to Indianapolis from Milwaukee, where he was in charge of the group department of

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PITTSBURGH, PENNSYLVANIA

OR

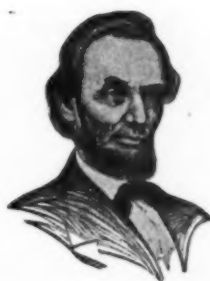
The

Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building Fort Wayne, Ind.

More Than \$450,000,000 In Force



Premiums once reduced are permanently lower

War, Flu or other catastrophe can not raise them even to their original level as would be the case in "participating" insurance if "dividends" were decreased or passed.

Do you know of any non-participating policies which provide for sharing in mortality savings and excess interest earnings? Premiums have been reduced under several forms of policies since 1919 and this unique feature is now regularly embodied in all forms of the low-rate non-participating policies issued by the

FEDERAL UNION LIFE

Home Office—Cincinnati, Ohio

Western Reserve

Life Insurance Company

MUNCIE, INDIANA

Old Line Legal Reserve Company

Operates in Indiana and Ohio

**Wanted: A few General Agents
in each State.**

Service to Policyholders Unsurpassed

AMERICAN LIFE REINSURANCE CO.

OFFICES

DALLAS, Home Office Building
CHICAGO, 29 S. La Salle St.

*Prompt Service From Both Offices
Maximum Security to Treaty Holders*

A. C. BIGGER
President

C. W. SIMPSON
Medical Director

MORTON BIGGER
Secretary

BERT H. ZAHNER
Chicago Manager

the Aetna Life for a year and a half. Prior to that he was at Detroit. His home before entering group department work for the Aetna Life was at Utica, N. Y.

D. W. Hume and C. G. Carlisle Creal

The Great Southern Life has announced that Dismore W. Hume and C. G. Carlisle Creal, have been assigned to the Dallas agency with Don L. Sterling. Mr. Hume was formerly with the government in war loan campaigns and was director of savings after the war. Later he was connected with the loan and investment departments of some of the leading investment houses of the nation. Mr. Creal was for a long time branch manager for the Peaslee-Gaulbert Company and later with the Henry L. Daugherty Company. Both are well known to business men and investors throughout Texas.

American National Appointments

The American National of Galveston has entered Colorado, the 24th state in which it has been licensed. The state headquarters of the company are at Denver and Leroy Fussell is state manager. Paul R. Peak is manager of the Denver office. The company is now planting agencies throughout the state, it is announced.

W. S. McLeod of Atlanta has been made state manager for Georgia, C. G. Otwell manager for the District of Columbia and W. R. Primm, manager for southern Missouri with headquarters at Springfield. Another promotion announced by the company is that of P. J. Harvey, who is made manager of the Houston, Tex., branch.

R. M. Langston

A. L. Hart, superintendent of agencies of the central department of the Great Republic Life, has appointed Robert M. Langston as general agent at Healdton, Okla. He has heretofore been engaged in banking, is prominent in the business and financial life of the community, and has had some experience in life underwriting.

E. W. Cameron

E. W. Cameron of Minneapolis will retire Dec. 31 as associate general agent for the Aetna Life. He is senior member of the firm of Cameron & Kavel, which has represented the Aetna in Minneapolis for many years.

Pan-American Appointments

The Pan-American Life has appointed Miss Ora Caruthers supervisor of agents in the Birmingham district. The former general agency in that city, Brandon & Slingluff, recently dissolved the partnership. Miss Caruthers was formerly in educational work, but entered the life insurance business and became one of the company's leading personal producers in Birmingham.

The Pan-American's general agency at Jacksonville, Fla., Simmons & Bailey, has been dissolved by the retirement of Mr. Bailey. His place has been taken by Nathan Jones, the leading personal producer in the agency.

Phil E. Hawkins

Phil E. Hawkins has resigned as one of the regional sales managers of the Bankers Life of Des Moines. He will return to personal soliciting and has become a member of the A. H. Gibson agency of Fort Worth, Tex. He will act also as agency organizer for Mr. Gibson.

Gerald Ostrom

Gerald Ostrom has been appointed general agent by the Eureka-Maryland at Youngstown, O.

F. L. Murphy and W. V. Mulroney

The New England Mutual Life has opened a district office in the Carver building at Fort Dodge, Ia., with F. L. Murphy, formerly of Des Moines in

charge. Mr. Murphy is supervisor of agents in the Fort Dodge district and W. V. Mulroney is district manager. Eight northern Iowa counties are covered by the agency.

C. D. Finlayson

C. D. Finlayson, general agent in San Francisco for the Connecticut Mutual for the past three years, has announced his resignation effective Jan. 1. Mr. Finlayson has made no announcement regarding his plans for the future.

Fred A. Stolp

Fred A. Stolp, for many years general agent of the National Life of Vermont, in San Francisco, has resigned. His resignation will become effective on the appointment of a successor. The agency there of the National Life has been in the Stolp family for more than 30 years.

D. S. Kruidenier

The Equitable Life of Iowa has opened a new agency at San Diego, Cal., and has appointed D. S. Kruidenier, general agent. Mr. Kruidenier began his business career in Des Moines, where he was widely known in business circles.

F. E. Gendron

The Connecticut General Life has appointed F. E. Gendron general agent in Rochester, N. Y. The offices of the company have been removed to the Lincoln-Alliance Bank building.

Life Agency Notes

P. E. Haist has been made district agent of the Hawkeye Life at Burlington. Darrell D. Conger has been made district agent in Ida county, Ia., for the Bankers Life of Des Moines.

C. Z. Lynch has joined the Phil W. Price St. Louis agency of the Central States Life as a special agent. He has been with the Central States Life for more than a year and had built up an organization in nearby towns as well as writing a nice volume of personal business.

NEWS FROM THE EAST

SEEK SEPARATE DEPARTMENT

**West Virginia Life Underwriters Want
Insurance Given Proper Recognition in That State**

HUNTINGTON, W. VA., Nov. 18.—Creation of a separate insurance department for West Virginia through legislative action will be sought by the Huntington Association of Life Underwriters, and the first draft of plans will be formulated at the December meeting, it was announced by A. C. Baume, secretary.

The association is unanimous in the belief that the best interests of the state will be served by a department of insurance entirely separate from any other governmental bureau or department. Enlistment of the support of other West Virginia local associations will be asked.

West Virginia's legislature will convene in January for organization, then adjourn until March when the real work of the session starts.

The affairs of the insurance department, which is under the wing of the state auditor's office, have been administered by a capable personnel under the supervision of Capt. W. E. White. However, Huntington underwriters pointed out, West Virginia is one of only three states not having individual insurance departments and they advance the theory of integral control as an argument in favor of the establishment of a single and fully-powered department.

Impetus to the movement will be given, Huntington underwriters believe, by the temporary coalition of the insurance department and auditing department under the secretary of state, which was occasioned by the suspension from office of State Auditor John C.

Bond, who has been indicted for alleged irregularities in accounts.

CONN MAY KEEP STATE POST

Latest Reports Are That Ohio Superintendent of Insurance Will Continue in Office

COLUMBUS, O., Nov. 17.—Judge Harry L. Conn, superintendent of insurance of Ohio, probably will remain at that post for the next two years, it was said in official circles in Columbus.

Judge Conn, who has been insurance superintendent for all but 10 months of the last four years, was Democratic nominee for associate judge of Ohio supreme court, but was defeated in a Republican tidal wave which swept all but two Republican candidates on the state ticket into office by large majorities. However, he ran from 50,000 to 75,000 votes ahead of the other Democratic judicial candidates. He was appointed by Governor Donahey to fill an unexpired term on the supreme court several years ago.

It is not expected there will be any changes of importance in the department. Ohio's superintendent of insurance holds office at the pleasure of the director of commerce, who in turn is subject to the pleasure of the governor. At the office of Ohio's chief executive, it was indicated there will be no requested resignations, and those close to Judge Conn believe he will continue in office.

Showed Good Increase

With a new high total in written life insurance of \$1,372,000, the western Pennsylvania department of the Reliance Life has established the largest production record for October in its history. Comparative October records for the past four years, of course, show a steady increase in production, as follows: October, 1923, \$641,000; 1924, \$892,500; 1925, \$971,000; 1926, \$1,372,000, or an increase of 41 percent. This splendid achievement has been accomplished with but six additional men to the 1925 organization and the reason given for this sensational gain is attributed to the salesman's triangle contest which Supervisor H. T. Burnett has instituted. In addition to the beautiful prizes offered by Supervisor Burnett, he will also present to each agent in the winning group who pays for \$25,000 or in excess in the three month contest, an engraved, gold handled umbrella.

The western Pennsylvania department also led the entire Reliance Life organization throughout the United States in excess over allotment.

Addresses Wellesley Girls

Miss Corrine V. Loomis of the Paul F. Clark agency of the John Hancock Mutual Life in Boston, addressed the students of Wellesley College last week in the first of a series of lectures which has been arranged by the vocational bureau of the college. She told the Wellesley girls that life insurance is the most perfect thing to sell because it never loses its value. In regard to college girls she declared that the economic vision of a girl of 21 or 22 years would not be as good as that of one who had earned her living for several years and thus learned the value of money.

Grizzard System Enters New York

The Grizzard System of America, which has its headquarters in Chicago and branch offices in Cleveland and Detroit, will open an office in New York City in the near future. Frank F. Loomis, for many years insurance editor of the Chicago "Evening Post" and more recently in charge of the insurance advertising department of Albert Frank & Co., has been made first vice-president of the Grizzard System and will be in charge of the eastern headquarters. Prior to his newspaper experience, Mr. Loomis was general manager of the Northwestern department of the Home

Life for 18 years. Mr. Loomis will be in charge of the advertising of the Grizzard System and will give his attention to the placing and handling of insurance estates under both the monthly budget and trust estate plans.

Indiana Insurance Day Plans

Joseph W. Stickney of Indianapolis, chairman for this year of Indiana Insurance Day, will appoint his committees this week. A program similar to those of past years is being planned and there will be some attractive special features. The general committee will be composed of one life, one fire, one casualty and one automobile insurance man and will work with Mr. Stickney, H. L. Barr, president of the Indiana Federation, and Curtis Duck, treasurer. Indiana Insurance Day will be held Jan. 25, 1927.

Talks on Business Insurance

The speaker at this week's meeting of the educational course of the P. M. Fraser agency in New York City of the Connecticut Mutual Life was George Morrissey of the Allen & Schmidt general agency in New York of the New England Mutual. Mr. Morrissey is an expert on business insurance, having written about \$500,000 a year in that line alone. He gave a remarkable demonstration of just how he approaches and interests his clients in buying protection for various businesses.

Celebrate Million Dollar Month

B. N. Mills, assistant secretary and advertising manager; Dr. Ross Huston, medical director, and E. McConney, actuary of the Bankers Life of Iowa, attended an all-day gathering in Pittsburgh last week, celebrating the writing of \$1,000,000 of new paid-for business by the company's Pittsburgh agency in October. It was the first time any agency of the company produced that amount of new paid-for business in one month, the total for October being \$1,058,000.

Suicide Becomes a Factor

One of the large eastern companies finds that its mortality record this year is considerably increased by suicide deaths. This is an unusual factor in seriously affecting the death ratio, but a streak of bad luck has struck this company. In tracing back the cause, it is found that most of the suicides were confronted with financial worries.

MISSISSIPPI VALLEY

HIGH HOPES FOR DEPARTMENT

Re-election of Governor McMullen in Nebraska Pleasing to Insurance Interests

LINCOLN, NEB., Nov. 18.—The re-election of Governor McMullen, who was backed by all of the leaders in the insurance business in the state, insures the continuance of the state insurance department at its present high level of efficiency, and gives hope that the legislature, which is strongly Republican in both branches, will give due consideration to the pleas of the profession that more liberal financial support be given the department.

It is by no means certain that Commissioner Dumont will remain with the department, although the governor has expressed the highest satisfaction with his conduct of it and he can have a re-appointment if he desires. Mr. Dumont made a heavy financial sacrifice when he took the place nearly two years ago, but was actuated by a sincere desire to serve the insurance business and considered it only in the first place because of the insistence of insurance men that a man of his high type of character and ability was absolutely needed.

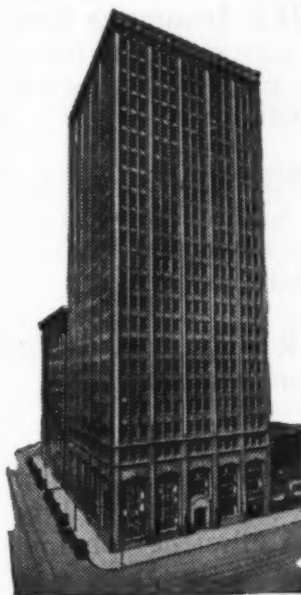
It is a question whether the legisla-

Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the States of Texas and Oklahoma, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

Our records show that policies were issued on 79% of the applications during 1925 within three days after reaching the home office.



HOME OFFICE
F. & M. BANK BUILDING

Southern Union Life

OF

FORT WORTH, TEXAS

J. L. Mistrot
President

Tom Poynor
Vice-President

Does Your Novelty Advertising Reflect the character of your Agency?

When you give Wallets—give Wallets
you can be proud of—Kaufmann Wallets



K AUFMANN'S Systeman Security Holder is an honest to goodness good will builder. It typifies to your clients the brand of service you render—your appreciation of their patronage—and often it helps deliver those extra policies.

It is the best leather container on the market designed to provide a place for insurance policies, bonds, and other valuable papers.

A standard size at \$2.25 and a large size at \$3.15. Get the quantity rates now.

E. L. KAUFMANN

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

Telephone Wabash 3933

HOME LIFE SERVICE

means
Continuous
Helpfulness
in
Meeting
Changing
Conditions

Men and Women of ability, character and energy are needed for the task of maintaining this service and effecting a greater distribution of its benefits.

LIFE Insurance Service second to none for efficiency and dispatch.

LIBERAL Policy Contracts which fully meet the public's present day needs.

PROGRAM Insurance facilities.

DIVIDEND Increases reflecting the advantages accruing from efficient management as well as economic prosperity.

**HOME LIFE
INSURANCE COMPANY
OF NEW YORK**

256 BROADWAY
NEW YORK, N. Y.

A Superior Service For Exacting Needs



The Reinsurance Life

Des Moines

Do you make use of the medium thru which you can reach thousands of interested insurance men? National Underwriter want ads are result getters. One inch, one column wide, one time, Five Dollars. 1362 Insurance Exchange, Chicago.

ture will authorize the payment of a proper salary for the commissioner for the next two years, but the facts and the need will be strongly presented during the session.

Nebraska Panhandle Business Good

Charles M. Keefer, state manager for Nebraska of the Kansas Life, has spent the last six weeks in the panhandle portion of the state, that which lies north of Colorado, where a bonanza wheat crop was harvested the past year. Mr. Keefer said he was able to place considerable insurance among the farmers, who realized about \$10,000,000 as a result of a bumper crop of winter wheat, the gross sales from many farms equaling the previous value fixed upon the farms. Mr. Keefer found the prospects for future business so good that he established five agencies.

Life Men to Be Bankers' Guests

Life underwriters of Omaha will be the guests of the mid-continent fiduciary conference of the American Bankers Association at a luncheon Dec. 6 and an address on life insurance trusts will be given by a speaker of national prominence. A reception and banquet will be held the same evening.

Teachers Vote on Group Insurance

It will be some time after Nov. 20 when the decision of the Kansas teachers as to their group insurance will be made. The teachers have until Nov. 20 to mail in their ballots and then the counting must be handled and the first week in December the directors of the state association will meet to check the balloting. At the annual meeting of the Kansas Teachers Association a year ago it was ordered that the directors arrange for group insurance for the 15,000 members of the association. A committee of the board worked for a year getting various plans submitted and studying different insurance offers and finally submitted three separate proposals to the teachers to be voted on at the annual meeting this month. These proposals include life and accident and health insurance and an annuity plan.

Work Country Before Winter

A timely suggestion has been issued to the sales force of the Mutual Life of

New York Milwaukee agency by Gifford T. Vermillion, manager, asking that those in the territory outside of Milwaukee write as much business in the country as possible now before the roads are tied up with snow. Mr. Vermillion suggests further that the business in the towns should be held up for the time being, more or less, and when the roads are blocked the towns can then be covered thoroughly. In this way, he believes that the field force can maintain its steady production and assure each man a steady income.

Columbus Mutual Enters Minnesota

The Columbus Mutual Life of Ohio has been admitted to Minnesota and is making arrangements to develop the state. The company anticipates that there will be an agency of several hundred men to start production in Minnesota within a short time.

Hold School at Fargo

An invitation has been extended to the public to attend the life underwriting school to be conducted by F. A. Brunner, St. Paul, instructor for the Equitable Life of N. Y., at the Fargo office of the company, Dec. 13-18. The school will be in charge of H. J. Gilbertson of Fargo, district manager.

Rhodes at Des Moines Meeting

Fred H. Rhodes, president of the Berkshire Life was in Des Moines last week for a one-day session with the agency force of Joseph Peterson, Iowa general agent. The general agents in attendance at the meeting included Leon A. Triggs, Minneapolis; Thomas J. Opie, Kansas City, and C. Corwith Wagner of St. Louis. A dinner was held, with Mr. Rhodes as the speaker of the evening.

Seek Extradition of Agent

The Michigan Mutual Life has asked the governor of Nebraska for a requisition for the return to the state of Don C. Fullerton, age 24, recently in its employ in western Nebraska. It is claimed that Mr. Fullerton has failed to turn in approximately \$1,000 that he collected in the name of the company. He disappeared from his territory six weeks ago and is under arrest in Minneapolis. He is fighting extradition.

IN THE SOUTH AND SOUTHWEST

LOSS FIGURES QUESTIONED

Life Insurance Man Attacks Statement by Tennessee Official Regarding Incendiary Fires

NASHVILLE, TENN., Nov. 17.—A recent statement by E. D. Mitchell, chief assistant in the office of Ed M. Gillenwaters, state fire prevention commissioner, and indorsed by the commissioner, that three-fourths of the fires in Tennessee are of incendiary origin, has brought criticism from Frank C. Allison, general agent for the Pacific Mutual Life, who discredits the statement, and recommends that "if it is really true, the state fire prevention department should be abolished."

Commissioner's Statement

According to Mr. Mitchell and Commissioner Gillenwaters, half the fires in Tennessee have been started with the purpose to defraud insurance companies, 25 percent out of revenge or malicious motives, and the remaining 25 percent of fires being of accidental occurrence. The statement is approved by Charles W. Schuyler, who framed the bill creating the department of fire prevention in 1915 and who later served as commissioner.

According to Mr. Allison, if the facts are true as stated by Mr. Mitchell and Mr. Gillenwaters, there have been very few convictions for arson as a conse-

quence. He urged, in view of the inability of the department to obtain indictments and convictions, that the state return to the old system of charging a policy fee so that companies would not insure for more than three-fourths of the value of the property. In this way, no one would question the honesty of a fire, he said.

TO COVER REJECTED RISKS

New Florida Company Will Offer Protection to Those Unable to Get Insurance Elsewhere

TAMPA, FLA., Nov. 18.—Arrangements are being made to open a Tampa office of the National Benevolent & Protective Association, a newly-organized Florida life insurance organization with headquarters in Jacksonville. It is the announced intention of this firm to operate a life insurance business especially for those who have been rejected or are unable to obtain insurance from the regular companies.

Dr. Oliver J. Miller, vice-president, medical director and founder of the new organization, and G. A. Pierce, agency manager, were in Tampa last week arranging for offices. They point out that \$800,000,000 worth of life insurance was rejected last year by standard companies in this country.

The Florida company proposes to insure death benefits not exceeding \$5,000

for those unable to obtain insurance otherwise. Officers of the company are: Elmer E. Haskell, Palatka, Fla., director for Florida; William A. McRae, West Palm Beach, Fla., president; Dr. Oliver J. Miller, Jacksonville, vice-president; Harry B. Cole, secretary-treasurer; George I. Fullerton, general counsel; Elton E. Webster and Thomas E. Jordan, finance committeemen, the latter four of New Smyrna. Mr. Pierce will be in charge of the Tampa office.

Florida Agents Meet

Fifty-seven representatives of the south Florida agency of the Equitable Life of New York held their annual meeting last week at Daytona Beach. Qualification for attendance at this conference disclosed that during 10 weeks representatives of the Equitable in the Florida area produced \$5,000,000 on binder or \$500,000 a week.

Honorary guests at the conference included Vice-President John A. Stevenson of the Equitable; John Price Hyatt, group supervisor at Wilmington, Del., and W. W. Klingman of St. Paul, Minn., one of the largest individual producers of life insurance in the United States. The meeting was presided over by Agency Manager H. C. Nolting of Jacksonville.

Seaboard Life Agency Conference

The first agency meeting of district managers of the Seaboard Life was held Friday and Saturday at the offices of the company in Houston. More than 75 persons were in attendance. Burke Baker, president of the company, was in charge of the meeting.

Union Standard Increases Capital

The Union Standard Life of Dallas, Tex., last week increased its capital stock from \$125,000 to \$136,000, the amendment to its charter having been approved by the Texas department.

Confer With Trust Company Men

Bankers and trust company officials of Houston joined with the Houston Association of Life Underwriters at a dinner for consideration of practical means of cooperation.

P. B. Timpson, president of the recently organized Corporate Fiduciaries

Association, introduced the visiting bankers and trust officers to members of the life insurance fraternity. Addresses were made by five of the bankers and by Ike L. Hill and J. M. Minton for the life men.

Home Life Officials in Richmond

Ethelbert I. Low, president of the Home Life of New York, and Chester S. Whitney, medical director, spent a day or two in Richmond, Va., last week and while there were guests of J. Chambers Bristow, general agent of the company. Mr. Bristow entertained them at the Chickahominy Country Club where a number of agents in his territory assembled to greet them. The visitors were also shown historic points of interest at Williamsburg and Yorktown. It was President Low's first visit to Richmond.

Open Class in Fort Worth

A night school in life insurance sales training work has been opened in Fort Worth, Tex., in the offices of the Aetna Life. The school is primarily for the benefit of the Aetna agents, but it is announced the classes are open to all other persons interested in selling life insurance. Classes are held three times weekly. W. G. Harris, J. L. LaPrelle and E. F. White are in charge of the instruction.

Texas Fraternal Congress

Judge Oscar Floyd of Dallas was elected president of the Texas Fraternal Congress at the annual convention at Mineral Wells. John H. Culom of Dallas was named secretary-treasurer for the 22d year. Other officers are Robert J. Vidler of Dallas, first vice-president; P. D. Starr of San Antonio, second vice-president; E. Z. Crowder of Dallas, third vice-president. B. A. Donnally, retiring president, was named delegate to the national convention. The next meeting will be held in San Antonio.

Enters North Carolina

The Columbus Mutual Life of Ohio has been admitted to North Carolina. The company states that contracts are being closed for agency representation in that state.

PACIFIC COAST AND MOUNTAIN FIELD

CHANGE IN SEATTLE AGENCY

H. S. Bell Made General Agent for Equitable of Iowa, Succeeding Veteran Firm of Doherty & Cole

Doherty & Cole, who have been in charge of the Western Washington field for the Equitable Life of Iowa since 1907, are relinquishing the general agency on their own initiative, and Hugh S. Bell, who was transferred from the Los Angeles office of the company, succeeds them as general agent at Seattle, opening new offices at 501-4 McDouall building.

W. J. Doherty, senior member of the old general agency firm, started with the Equitable as messenger boy at the home office in Des Moines and opened up the state of Washington for the company in 1903. Charles G. Cole of Mason City, Ia., joined him in 1907, the general agency firm at that time being Doherty, Cole & Hughes. Their pioneering work in that field and their untiring efforts have built up an especially prosperous agency. Since 1915 it has been operated under the name of Doherty & Cole.

Federal Life Opens Oregon

Isaac Miller Hamilton, president of the Federal Life of Chicago, spent several days in Portland, Ore., en route to the insurance commissioners convention at Los Angeles. While there he

opened the state of Oregon for the Federal, appointing Verl D. Keiser as Portland manager, with offices in the Security building. Mr. Keiser has been associated with several well known companies in the Oregon field for the past three years. It is announced that he is the first of a number of representatives who will be appointed in the key cities of Oregon for this company.

Aldrich on Coast Trip

H. E. Aldrich, superintendent of agencies for Equitable Life of Iowa, was a recent visitor in Portland, a guest of Binder & Stahl, general agents for Oregon. Mr. Aldrich is making his regular semi-annual trip covering the key cities on the Pacific Coast. He is enthusiastic over the increase made in the company's production this year.

He is accompanied by Guy M. Brandt, auditor for the company, who is also inspecting the various offices.

Has New House Organ

The first issue of "California State Life News," a new agency paper of the California State Life, made its appearance last week. The paper will be issued weekly, while the former house organ, "El Capitan," will appear once a month.

Wrote Big Group Line

The recent announcement of the placing of a \$5,000,000 group policy on

Connecticut General News Hartford, Conn.

The Biggest Group Year in History

The best season of the biggest Group year in history is at hand.

The men who are making the most of it are sure of regular production all next year. They will write hundreds of thousands, and some will write millions, in personal business on new Group policy-holders.

You don't have to be a Group expert to write Group insurance. Simply make the contact and we will help you close. Connecticut General Life Insurance Company, Hartford, Conn.



GROWTH

A matter of natural development.

Our Growth has been persistent.

Our root extends down--not out.

We haven't spread much because we are rooted deep and lastingly in Illinois, Indiana, Kentucky, Missouri and Iowa.

Steady, persistent growth means permanent life.

Men who wish to make a connection or undertake to underwrite life insurance can make an unusually good connection with us now. Write for information and territory desired.

CHICAGO NATIONAL LIFE INSURANCE CO.

202 South State Street

Chicago, Ill.

A. E. JOHNSON, AGENCY MANAGER

You may believe there is nothing new under the sun, but after considering our General Agency proposition you may not be so sure about it.

THE Gem City Life was organized in 1911. For over 15 years the company has had a steady and satisfactory growth. Old enough to have secured valuable underwriting experience—big enough to have financial stability—young enough to have high ideals and great ambition, and small enough to be able to maintain a personal contact with its agents. The Gem City Life is an ideal organization in which you will find all the good things you have been seeking in a company.



General Agency Openings in
West Virginia, Georgia, Alabama, Louisiana, S. E. Ohio

The GEM CITY LIFE INSURANCE COMPANY

Dayton - - Ohio

I. A. MORRISETT, Vice-President

NEW ENGLAND MUTUAL LIFE INSURANCE CO.

BOSTON MASS.

Chartered 1835

Organized 1843

The Agents of this Company, whose long History Underwrites its high Reputation, Accept a Duty and Enjoy a Privilege

Do Our Standards Appeal To You?

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

Puget Sound Power & Light Co. stated in error that the policy had been written by the Union Life. The Western

Union Life was the company writing the policy, the largest group policy ever written in the state of Washington.

IN THE ACCIDENT AND HEALTH FIELD

CHANGE MEETING TO CHICAGO

Health & Accident Conference Executive Committee Decides on Transfer—Discuss Proposed Changes in Manual

At a meeting of the executive committee of the Health & Accident Underwriters Conference in Chicago Monday, the committee voted to change the place of the midwinter meeting from Springfield, Ill., to Chicago. The date was not definitely selected but it probably will be early in March.

A. L. Gale of the Fred M. Randall Advertising Company, Chicago, made an informal talk to the committee on the subject of institutional advertising. Mr. Gale explained the success which has been attained by cooperative advertising on the part of certain fire companies.

Study Manual Question Further

A discussion was held on the subject of regrouping the present classifications in the Conference Manual so as to result in a fewer number. It was agreed by the committee that considerable study should be devoted to this subject before any definite recommendation could be made. It was thought that the data obtained by the Statistical Bureau might prove helpful in making an analysis of the occupational hazards.

Other matters regarding proposed legislation for the coming year were discussed.

RULING ON WEEKLY POLICIES

Board of Tax Appeals Passes on Basis for Additions to Be Made to Reserve Funds

WASHINGTON, Nov. 17.—Companies issuing life, health and accident combination policies on the weekly payment plan, continuing for life and not subject to cancellation, have in their discretion to some extent the fixing of the net addition to be made to reserve funds, the United States Board of Tax Appeals announced in the appeal of the Continental Life of Washington. Where the evidence is insufficient clearly to establish that the addition to the reserve made during the taxable year was insufficient, the board found, no greater amount will be allowed as a deduction than that set on the books of the company.

The company had appealed from the determination of deficiencies in income and profits taxes of \$6,028 for 1919 and \$1,301 for 1920. One of the principal errors alleged in the petition is that the commissioner changed the basis of the company's returns from an accrual to a cash basis.

In the absence of any evidence of the method of accounting regularly employed in keeping the books of a taxpayer, the action of the commissioner in computing income upon a cash-receipts-and-disbursements basis must be approved, the board announced. Where the evidence discloses that the petitioner, an insurance company, is required to file reports with the insurance departments of the jurisdictions in which it operates, showing income and disbursements on a cash basis, and its balance sheets upon an accrual basis, it cannot be assumed that the books of account are kept upon an accrual basis. Prior to 1919, returns had been made by this company upon the basis of cash received and disbursed. In 1919 gross income was reported on the basis of cash received and deductions upon the basis of cash disbursed, plus liabilities accrued and unpaid. The board held that the returns upon such a basis distorts taxable income.

CAN CLAIM TOTAL DISABILITY

Nephritis and Heart Disease Basis for Such Claim Under Health Policy, Los Angeles Court Holds

LOS ANGELES, Nov. 17.—A verdict in municipal court here is regarded as especially important in connection with the payment of claims under policies of health insurance. Nephritis and heart disease, it was held, may be presumed to cause total disability within the meaning of the policy contract.

The case was an action brought by Dr. Nelson W. Janney against the Pacific Mutual Life for \$500 claimed for one month's total disability. Dr. Janney asserted he was prevented from engaging in any gainful occupation because of nephritis and heart disease. The company maintained that these diseases do not constitute total disability within the meaning of its contract, and insisted that Dr. Janney could still engage in laboratory work if he wanted to. It was argued by his attorney that the nature of the disease is such as to create a presumption of total disability and the court and the jury found with him.

The case is regarded as an important test, because of the wide prevalence of the diseases. The company had already paid benefits to the plaintiff for 14 months.

ENDS SERVICE CLUB POLICIES

Continental Life to Reject Business from Auto Organization at Request of Michigan Department

LANSING, MICH., Nov. 17.—At the request of the Michigan department, the Continental Life of St. Louis will reject all future business obtained through representatives of the National Automobile Service Corporation of Detroit, it was announced by department officials this week on receipt of a letter to this effect from B. H. Manning, manager of the health and accident department of the Missouri company.

The Continental Life has been issuing for the Detroit organization a limited travel accident policy similar to the familiar newspaper policies. This policy, however, according to many complaints to the Michigan department, has been frequently misrepresented by solicitors for the Service Corporation and has often been mistaken by persons buying "Nasco" membership as being full automobile indemnity and liability coverage.

Won't License Representatives

Notice was sent to the Service Corporation that henceforth the department would grant no more licenses as insurance agents to its representatives. This information was also given to the Continental Life.

Instant recognition of the situation and acquiescence to the department's wishes proves the good faith of the Continental Life, in the view of department executives. Mr. Manning, in his letter, said that the company was taking its action in refusing to accept further "Nasco" business without making inquiries to establish specific instances of wrongdoing on the part of the Service Corporation, taking the department's word for the advisability of terminating the connection. It was stated that the Continental Life stands ready to cooperate with the department at all times in all movements for the betterment of the business.

Deferred Payment Contracts

NEW YORK, Nov. 17.—Casualty underwriters are particularly interested

just now in deferred payment accident and health contracts, which subject will be considered at a meeting of a special committee of the Bureau of Personal Accident & Health Underwriters to be held here early in December. Companies pushing this form of coverage more or less aggressively just now include the Globe Indemnity, Continental Casualty, Royal Indemnity, Maryland Casualty, Travelers, Ocean Accident, Hartford Accident, and the Sun Indemnity.

Withdraws Hospital Policy

NEWARK, N. J., Nov. 17.—In view of the unsatisfactory loss experience had with hospital policies, F. W. Benjamin, manager of the accident and health department of the Commercial Casualty of this city, announces the immediate withdrawal of the contract, in so far as individual risks are concerned.

The company, however, will continue to write the business under the group plan, its rates for the protection ranging from an annual premium of \$9 for a weekly indemnity of \$25 to \$18 a year where the weekly benefit is \$70. In the latter connection no group of less than 25 employees will be considered. Seventy-five percent of all employees in an establishment must be covered, and the employer must assume responsibility for the payment of premiums.

Accident Men Meet

NEW YORK, Nov. 17.—The Accident & Health Underwriters Association held its regular monthly luncheon meeting here yesterday with President James R. Garrett presiding. The "Gastro-Intestinal Diseases from an Underwriting Point of View" was the subject of the paper read by John Lecompte of the Travelers, who also led the discussion that followed.

Clarence Griffin of the Aetna Life was appointed as chairman of a committee to investigate the detrimental practices of certain brokers and suggest ways of dealing with them. Thirty-two company underwriters now belong to the association which meets each month for the interchange of ideas and information and to establish a closer acquaintance and cooperation between those engaged here in the accident and health business.

R. E. Weaverling Resigns

R. E. Weaverling, assistant secretary of the Midwest Life of Lincoln, Neb., in charge of its accident and health department, is resigning and will take two months' vacation before making another connection. He is a very efficient man and has been prominent in the Health & Accident Underwriters Conference, serving as chairman of the membership committee for the past two years.

Chicago Claim Association

All officers of the Chicago Claim Association were reelected at the annual meeting last week as follows: President, T. W. Hislop, Great Northern Life; vice-president, Edgar Harold, Pacific Mutual Life; secretary, A. W. Pettit, Federal Life; treasurer, J. C. Brown, Standard Accident. President Hislop is now starting on his fourth term as head of the association.

At the meeting last week, Dr. W. D. Jack, well known Chicago industrial surgeon, gave an illustrated talk on bone lesions. J. N. Redfern of the Burlington Relief talked on his experience of 37 years in claim adjusting. Other talks were made by Dr. Dawson of the Employers Liability, Dr. D. B. Moss, chief physician of the Burlington railroad, and Dr. Edward Cumiskey of the Zurich.

Aetna Life Changes

E. C. Kahn, general agent for the Aetna Life at Salt Lake City, Utah, has succeeded Kahn & Mayer as general agents for accident, health and group disability insurance in the state of Utah, which becomes effective Nov. 1.

P. W. Simpson, general agent in Indiana for the Aetna Life, is now reporting direct to the home office as a general agent for accident, health and group disability business instead of through the Indianapolis branch office.

Lawrence E. Huffman has been ap-

pointed general agent for the life department for the entire state of West Virginia for accident, health and group disability business, sharing equal privileges with the Wheeling branch office.

Fraternal to Drop Accident Line

The St. Joseph & St. Marys Catholic Croatian Society of Kansas City, Kan., is to go out of the insurance business within 30 days. It has been given that length of time by Superintendent Baker of Kansas to secure reinsurance for the accident and health business the society has written illegally. The organization was purely a social and fraternal association and had no authority from the state to write any sort of insurance business. It could not legally write accident and health business anyway, as these are prohibited lines to fraternal in Kansas. Only life insurance can be handled by these associations.

Officers of the company worked out a plan for accident and health benefits to the members and sold a considerable amount of the insurance to members. The state did not know of this activity until a complaint came in regarding a settlement on the insurance.

Carbon Monoxide Death Covered

A decision of the United States circuit court of appeals in Chicago, given in the case of Mrs. Louise Murphy of Manitowoc, Wis., vs. Travelers Protective, rules that if a person is killed by carbon monoxide gas in a private garage the beneficiary of his insurance can collect. The company refused to pay, contending that death was the result of unnecessary exposure to danger or obvious risk of injury.

Oklahoman Makes Good Record

OKLAHOMA CITY, Nov. 16.—An unusual record was made by M. F. Hillman of Hillman-Workman Company, general agents for the North American Accident. The first month he was with the company. Mr. Hillman made the honor roll and ranked 41st in the 100 leading producers for the company in the United States for the month ending Oct. 21. He produced more than 200 policies in that month.

Hoosier Casualty Expanding

The Hoosier Casualty of Indianapolis has leased the entire Market street wing of the Fletcher Savings & Trust building at Indianapolis. The company will enlarge its quarters and occupy all of that space. It is anticipated that the business written for 1926 will increase 25 percent over 1925. The company has announced that in conjunction with its expansion of office quarters it has installed all steel equipment and all files and printed matter of the company will be placed in steel cabinets.

Request for Payment Extended Credit

MILWAUKEE, Nov. 16.—Because the agent for the company had solicited the policyholder for the payment of the premium on an accident policy after the premium date, a jury here held in the case of Mrs. Myrtle Kirch vs. Great American Casualty that the company had extended credit to the policyholder and that his wife should be permitted to collect on the accident policy, even though it was unpaid at the time of her husband's accidental death.

When Mr. Kirch failed to pay, the agent turned back the official renewal receipt to the company. The evidence showed that the receipt had not been countersigned, or a note taken, the only two ways in which credit would be extended.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

Aetna Life

The Aetna Life has revised its rules regarding salary allotment insurance, now requiring that on contracts involving less than 250 lives the individual policies will not be accepted unless they call for a minimum monthly premium of \$5. The premiums may be on a monthly basis or any other plan but the minimum in each case must be equivalent to at least \$5 per month. A minimum of at least ten lives at that rate is required. On contracts involving more than 250 lives the minimum of \$1 monthly continues.

A sales organization without co-operation is like a fiddle with one string—lots of noise, but not much music.

AN agency connection with Mutual Trust is backed by a genuine plan of cooperation. In addition to a "tool kit" equipped with all that is good in life insurance, Mutual Trust agents have the advantage of a free Direct-by-Mail lead service.

Get all the facts and see for yourself.

MUTUAL TRUST LIFE INSURANCE COMPANY

CARL C. PETERSON, Vice Pres.
A. E. WILDER, Director of Agencies

The Chicago Temple, Chicago

The DOORWAY to OPPORTUNITY



NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, PRESIDENT
MINNEAPOLIS, MINN.

"In the Land of Ten Thousand Lakes"

WHICH IS THE LOWEST COST COMPANY?

Perhaps no company can claim to have the Lowest Cost on all form of policies at all ages and for all durations, but the net cost of our "SPECIAL FIVE" is very unusual. Compare our cost on this policy with that of Government Insurance or with that of the lowest cost company you know of.

The Preferred Risk \$5,000.00 Special

Ordinary Life, \$5,000, Age 35, Premium \$106.50—
Dividend first year \$17.25
(contingent upon payment of second premium)
Net Cost First Year \$89.25 or \$17.85 per thousand!

HOW DOES THIS STRIKE YOU? IT IS GOING OVER BIG!

PERFECTED ENDOWMENTS return the savings in addition to the face of the policy at death. The forfeiture of the excess premiums over the ordinary life premiums is avoided.

CHILD' ENDOWMENTS issued from Age One Week up, with Waiver of Premium Benefits, if the parent dies.

REGULAR POLICIES ISSUED FROM AGE 10 YEARS UP.

The improved GOLDEN RULE AGENT'S CONTRACT gives—
VESTED RENEWALS,
UNRESTRICTED TERRITORY,
AUTOMATIC PROMOTION.

Everything any reasonable man could want is yours for the asking if you are the right kind of man.

The Columbus Mutual Life Insurance Company

580 E. Broad Street

Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

We have opportunities for Agents in
Arkansas, Illinois and Iowa

International Life & Trust Company

Home Office: MOLINE, ILLINOIS

THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states
Contract—Commissions or commissions and expense allowance

Address S. W. GOSS, Vice-President, 134 N. La Salle St., Chicago, Ill.

WITH INDUSTRIAL MEN

CONSERVATIVE LIFE ACTIVE

Company Announces the Leaders for
the Year in a Number of Im-
portant Categories

The Conservative Life of South Bend, Ind., announces as leaders for the year: Joint Results: Superintendent F. F. Leonard, Hammond, Ind., No. 1, Agent John Yuhasz, Gary, Ind., No. 2. Net Placed Ordinary: Superintendent G. W. Rathwick, South Bend No. 1, Agent Joseph Martin, South Bend No. 1. Ordinary Increase: Superintendent F. F. Leonard, Hammond No. 1, Agent Leo Moore, South Bend No. 2. Monthly Premium Increase: Superintendent F. F. Leonard, Hammond No. 1, Agent S. J. Bartoszek, South Bend No. 1. Collection Percent: Superintendent Wm. Bobrowski, Gary No. 2, Agent Daniel Jadron, Gary No. 2. Arrears Percent: Superintendent Wm. Bobrowski, Gary No. 2, Agents Louis Balogh, South Bend No. 1, and John Yuhasz, Gary No. 2.

President J. M. Stephenson, who has been on a trip to Europe, has returned to his desk.

Vice-President A. S. Burkart, with Assistant Secretary H. O. Johnson, will leave the home office Dec. 4, for an extended trip through the east, during which time they will not only attend the Life Insurance Presidents' Association meeting in New York and will visit the home offices of several life companies.

As of Oct. 31 the Conservative Life had a collection percent for the year of 100, with gross arrears on the entire debit, amounting to a trifle less than 5 percent, and net advance payments of 58 percent. The leading district in both respects is Gary No. 2, which has 114 percent of collections for the year, gross arrears 1 percent, with advance payments of 101 percent.

The leading agent in collection percent was Daniel Jadron of Gary No. 2 district, with 114 percent, while his gross arrears were 1 percent.

Agents Louis Balogh of South Bend No. 1 and John Yuhasz, of Gary No. 2, led the company in low arrears, with absolutely no arrears on their debit. Mr. Balogh, by the way, handles the largest debit of any man connected with the company, and, incidentally, is the oldest agent in the company's employ.

The leading district in advance payments was Peru, Ind., with 127 percent.

Honor Milwaukee Veteran

Home office representatives, superintendents and agents of the Milwaukee District No. 1 of the Prudential met there Saturday to pay honor to Superintendent A. C. Grant on the occasion of his 35th anniversary with the company. John P. Mackin, assistant secretary, and B. Harve Harris, manager of Division P for the company, represented the home office. Among the out of town superintendents were William A. Thompson, Minneapolis; Andrew X. Schmitt, Chicago; T. J. Dickinson, Racine, and Jacob Zimmer, St. Paul. Milwaukee superintendents included J. P. Zimmer and J. J. Kraniak and Sidney J. Herzberg, manager of the ordinary department for Milwaukee.

Mr. Grant is the oldest Prudential representative in point of service in Wisconsin. He started with the company on Aug. 10, 1891, at Middletown, N. Y., and he later served as superintendent in Brooklyn, N. Y., and Oshkosh, Wis. He has been superintendent at Milwaukee for the past 20 years.

NEWS OF THE PRUDENTIAL

Two New Districts Are Created at Milwaukee—Newark No. 1 District Has New Superintendent

The Prudential announces the appointment of a new superintendent for its Newark No. 1 district, located in the Globe building, Washington Park. He is William G. C. Konow, who was an inspector.

Superintendent Konow has been administering the affairs of the district since June 14, when he was assigned to act as superintendent upon the transfer of the former head of the district to another city. He entered the service of the Prudential as a clerk on June 10, 1912, and became an agent attached to the Newark No. 2 district on Sept. 22, 1913. His promotion to the post of inspector came on October 30, 1915.

Consistent expansion of business is given by the Prudential as its reason for creating two new districts in Milwaukee, which heretofore has been under the administration of three such offices.

The new Milwaukee No. 4 district will be located in Room 211, the Butter building, and will be under the supervision of John Kaczmarowski, who has been an assistant superintendent in Milwaukee No. 1 district.

The new Milwaukee No. 5 district is located in Rooms 5190-5200 Plankinton building. The new superintendent of this district is J. P. Heinan, who also has been an assistant superintendent.

Superintendent Kaczmarowski has been a Prudential man since April 27, 1912, with the exception of a two months' interval in 1914. Superintendent Heinan was enrolled as an agent on March 12, 1917, and from July, 1918, until March, 1919, served in the United States navy. He had been an assistant superintendent since Sept. 19, 1921.

During September and October, Division "A" of the Prudential promoted seven agents to assistant superintendents. Agent John H. Bourne was promoted in the New Rochelle district; Robert W. Moore, New York No. 8; Alfred Luetschitz, New York No. 1; Arthur J. Goodwin, Mount Vernon; Leslie C. Harris, New York No. 12; George J. Liebman, New York No. 10, and Peter J. Healy, New York No. 3.

At the end of October, the Maspeth, L. I. district led Division "B" in maintaining the lowest percentage of ordinary net lapse. Superintendent P. Larkin and his staff have been commended for this achievement.

Lawrence J. Roll is appointed an assistant superintendent in the Buffalo No. 3 district. He began his service with the company in that district as an agent on April 5, 1920.

PROMOTIONS ARE ANNOUNCED

John Hancock Mutual Life Gives
Names of Those Who Have Been
Recently Advanced

The following have been promoted by the John Hancock Mutual from the rank of agents to assistant superintendents in the districts of their service: Maryann M. Smoll, Detroit 3; Walter Smolak, Detroit 3; William Cochran, Philadelphia 2; Charles B. Lee, Springfield, Ill.; Vincent P. Ringrose, New Britain, Conn.; Leland S. Baker, Auburn; Frederick A. McMenimen, Cambridge, Mass.; Edgar J. Griffing, Waterbury, Conn.; John W. Hassett, Davenport, Ia.; Thomas H. Mashino, Grand Rapids, Mich.; George R. Halliwell, Camden, N. J.; Robert J. Darby, Columbus, O.; George E. Ranek, Lancaster, Pa.; Philip Beaudoin, Jr., Portland, Me.; Harold L. Schumaker, South Bend, Ind.; Everett B. Drumm, Grand Rapids; Jerome T. Sullivan, Minneapolis.

Promoted and Transferred—Lee R. Carter, from agent at Springfield, Ill., to an assistant at Peoria, Ill.; Don A. MacDonald, from agent at Flint, Mich., to an assistant superintendent at Canton, O.; Viggo Sorensen, from agent at Philadelphia 1 to an assistant superintendent at Camden, N. J.; George W. Maynard, from agent at Fall River to an assistant at Framingham; John H. Dolmage, from agent at Rochester, to an assistant superintendent at Buffalo 2 (Niagara Falls detached).

Assistants Transferred—Arthur J.

Therault, Davenport, Ia., to Rock Island detached; Albert Herrman, from Columbus, O., to Cleveland 2; Thomas J. Burns, from Springfield, Ill., to Decatur, Ill., same district.

Other changes—Hubert J. Harz, Jr., from assistant cashier at Pittsburgh 1 to cashier at McKeesport.

Superintendent Arthur V. O'Connor of Ft. Wayne, Ind., has resigned, but will continue in the service as assistant superintendent at St. Louis 1. Walter Lawyer, one of the assistant superintendents at Minneapolis, is transferred to Ft. Wayne as superintendent. Mr. Lawyer entered the service of the company at St. Louis and later was transferred to Minneapolis as assistant.

CONVENTION OF EXECUTIVES

Metropolitan Life Men Gather at Cincinnati and a Number of Home Office People Attend

CINCINNATI, Nov. 17.—The triennial executive convention of the Metropolitan Life was held here. At the business session company affairs were explained and discussed freely. All managers, assistant managers and field representatives from southern Ohio, northern Kentucky and West Virginia numbered over 500 attended. Home office officials were F. O. Ayres, second vice-president; Archibald Fiske, third vice-president; Dr. D. B. Armstrong, who came at the last moment in place of Dr. Lee Frankel, detained by illness, and Superintendent of Agencies F. F. Taylor.

In the evening a banquet was held for the Metropolitan Life men. About 200 prominent citizens of the district represented were guests of the company. The home office men told what the company's activities are, both in underwriting and in collateral endeavors. Col. C. O. Sherrill, city manager of Cincinnati, and Dr. Wm. Peters, director of the city's health department, were among the guests to speak.

Columbus Managers Organize

The Managers Association of Life Underwriters of Columbus, O., was organized last week by the managers and superintendents of the various industrial offices. The first meeting was held with a dinner. A code of ethics was adopted and a resolution passed to invite the general agents and managers of the ordinary offices to join. The officers elected were as follows: Arthur Kemery of the Prudential, president; A. B. Slagle, John Hancock Mutual, vice-president; C. D. Wolfe, Western & Southern, treasurer; W. E. McGoodwin, National Life & Accident, secretary.

Public Savings Changes

Recent changes in the Public Savings field forces are as follows: C. W. Mullins, agent at Hamilton, O., promoted to superintendent at Toledo, O.; E. D. Kirkland, agent at Louisville, promoted to superintendent at Indianapolis; C. H. Glines, agent at Union City, Ind., promoted to superintendent at Muncie, Ind.; A. W. Bridges, agent at Louisville, promoted to superintendent at Louisville; W. O. Burns, agent at Crawfordsville, Ind., promoted to superintendent at Indianapolis; E. F. Garen, agent at Indianapolis, promoted to superintendent at Indianapolis; A. Cook, agent at Indianapolis, promoted to superintendent at Indianapolis; I. B. Carson, agent at Brazil, Ind., promoted to superintendent at Terre Haute, Ind.; W. Minton, superintendent at Wyandotte, Mich., transferred to Monroe, Mich.; J. K. Allen, agent at Wyandotte, Mich., promoted to superintendent at Wyandotte; H. Shalvey, agent at Detroit, promoted to superintendent at Detroit; A. G. Aiken, superintendent at Milford, O., promoted to manager at Dayton; G. M. Brush, superintendent at Detroit, transferred to Milford, O.; B. L. Rosen, superintendent at Akron, O., transferred to Marion, O.; W. Cox, agent at Akron, promoted to superintendent.

Guy E. McCoy Honored

Guy E. McCoy, superintendent of the Duluth office of the Prudential, was presented with a diamond locket in tribute to his 25 years service with the company last week. A dinner was given attended by the employees. J. P. Mackin, assistant secretary; B. H. Harris, home office representative; J. A. Zimmer, superintendent at St. Paul; W. A. Thompson and F. L. Shaver of Indianapolis were present. Inspector G. Moore and M. Mann, assistant to the manager, were speakers.

Mr. McCoy's district includes northern Minnesota, part of Wisconsin and Michigan.

Knights Life Changes

The Knights Life of Pittsburgh has created a new position, that of superintendent of agencies, and is also branching out by establishing two additional districts in Pittsburgh and one detached assistant in Philadelphia. W. C. Ley, formerly superintendent of the Pittsburgh district, has been appointed superintendent of agencies. George A. Hahner, superintendent of the Johnstown district, becomes superintendent of Pittsburgh district No. 1. Joseph O. Vogel, home office ordinary representative, is promoted to superintendent of Pittsburgh district No. 2. John H. Busbee, superintendent of Philadelphia district, is promoted to superintendent of Pittsburgh district No. 3. E. R. Thompson, home office special canvasser, is promoted to superintendent of the Johnstown district. Edward Fisher, home office agency inspector becomes superintendent of the Philadelphia district. Vincent Hannigan, assistant in the Philadelphia district, becomes detached assistant of Philadelphia district No. 2.

Eureka-Maryland Promotions

The following changes have been made in the industrial department of the Eureka-Maryland: James Jones of the Pittsburgh district has been promoted to inspector. John Henderson and Jacob Buckey, former agents of the Baltimore district, have been promoted to assistant superintendencies.

Held Meeting in Louisville

The Metropolitan Life held a convention in Louisville last week, attended by many officers, to further interest in public health and to acquaint the public and the companies' representatives with the work of the organization. The meeting was attended by 280 managers, agents, nurses and medical examiners from Louisville and nearby points. The official delegation from New York, which attended the meeting included the following: F. O. Ayres, second vice-president; Henry Bruere, third vice-president; A. F. C. Fiske, third vice-president; Dr. D. B. Armstrong, assistant secretary; F. F. Taylor, superintendent of agencies; H. J. Wyatt, J. W. Hennion, J. M. Kopper, supervisors; H. C. Cunningham, A. J. Chadsey, H. E. Dieters, Mrs. Helen La Malle, superintendent of nursing, and Mrs. Vera McVettie, field supervisor of nursing.

LOCAL ASSOCIATIONS

Baltimore—The first monthly dinner and meeting of the winter season of the Baltimore association was especially well attended, approximately 150 members being present. John A. Reynolds, vice-president of the Union Trust Company of Detroit, made the principal address on life insurance and trust company service.

Robinson Griswold, vice-president of the Maryland Trust Company of Baltimore, also spoke, and 12 officers representing nine trust companies were present. Marion B. Freeman, the president of the association presided and 20 new members were elected.

Norfolk, Va.—Dr. S. S. Huebner of the Wharton school of finance, author of works on life insurance, was the principal speaker at the November luncheon meeting of the Norfolk association. His address was along the usual lines, life insurance being stressed as the greatest thing in the world. More than 200 heard him, evincing deep interest in the message which he unfolded. Bankers and others prominent in the business life of the community were present as guests of insurance men. S. B. Love, Virginia manager for the Mutual Life of New York, with Richmond headquarters, who happened to be in Norfolk on a business trip, was a visitor.

Orange County, Cal.—The regular dinner meeting of the Orange County association, held at Orange, was well attended by members and guests. Roy Ray Roberts, vice-president of the Los Angeles association and associate manager of the southern California agency of the Massachusetts Mutual Life, was the principal speaker, on "Service to Your Clients." Mr. Roberts emphasized the importance of the agent showing the insured how to take advantage of the various options contained in the

Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

A Hearty Welcome!

The great City of Philadelphia is host to the Nation during these months of celebration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and it is commemorating that momentous event by a Sesqui-Centennial Exposition of notable character, which is the historical successor of the Centennial Exposition of 1876.

The Home Office of the Penn Mutual is on famous Independence Square in Philadelphia, facing Independence Hall, where the Declaration was signed and where hung, and now reposes, the sacred Liberty Bell. We have a hearty welcome for life underwriters who are visitors to Philadelphia during these festival months.

The Penn Mutual Life Insurance Company Philadelphia, Pa.

Organized 1847

If	If
Territory does make a difference	You are a producer
If	If
Close co-operation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

LIFE INSURANCE COMPANY OF VIRGINIA

INCORPORATED 1871
RICHMOND, VIRGINIA
Issues the most liberal forms of ORDINARY Policies from \$1,000.00 to \$100,000.00 with premiums payable annually, semi-annually or quarterly

INDUSTRIAL Policies up to \$1,000.00 with premiums payable weekly
CONDITION ON DECEMBER 31, 1925

Assets	\$ 46,585,867.40
Liabilities	30,940,092.35
Capital and Surplus	15,645,775.15
Insurance in Force	\$95,554,191.00
Payments to Policyholders	\$ 3,329,156.74
Total Payments to Policyholders since Organization	\$ 39,176,871.61

JOHN G. WALKER, President.

Life Insurance in Force

June 30th, 1926
(Ordinary and Industrial)
\$342,950,956.00

Surplus Security to Policyholders
\$4,067,683.48

Conservative Progress Every Year. Operating
From Coast to Coast, Canada to the Gulf,
Cuba and Hawaiian Islands.

AMERICAN NATIONAL INSURANCE COMPANY

Galveston, Texas

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President

Shearn Moody,
Vice-President

W. J. Shaw,
Secretary

The GLOBE MUTUAL LIFE INSURANCE COMPANY

of CHICAGO, ILL.

Assets - - - - - **\$1,500,000.00**

"CLAIMS PAID ON SIGHT"

Paid to policyholders over \$1,050,000.00
The highest grade of service to policyholders and
representatives

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Double Indemnity
Income Disability
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Low Rates
Non-Participating

23 MICHIGAN YEARS

"Bill" Olive has cultivated one small territory in Michigan for 23 years—and Olive is a "successful" man.

The Franklin has equally good territory in Michigan for new men; and a Home Office representative now in Michigan has already made several connections.

Write to Jos. W. Jones, Vice-President in Charge of Agencies.



George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

policy, stating that through the use of these options every contingency that may arise can be taken care of. An interesting talk was also given by Ralph Smedley of Santa Ana.

George W. Ayars, vice-president of the National association and California supervisor of the Phoenix Mutual Life, made a stirring appeal for an increased association membership, pointing out the many advantages that accrue to the individual through such membership. George Hodel of the Los Angeles agency of the Equitable Life of New York also spoke briefly on the same subject.

Columbus, O.—Col. Frank Harnden, M. D., medical director of the Midland Mutual Life of Columbus, was the speaker at the monthly meeting of the Columbus association Thursday. His talk was entitled "A Typical Day's Work of a Medical Director." The Columbus association is making a special effort to enroll new members.

Rochester, N. Y.—John C. McNamara, Jr., manager of the New York agency of the Guardian Life, is the speaker at this month's meeting of the Rochester association, to be held Nov. 19. His subject is, "The Miracle of Life Insurance."

Lowell, Mass.—The Lowell association opened its fall season last week with some 65 members present. President Luke E. Woodbury presided and presented George H. Spillane of the John Hancock as toastmaster. Stephen C. Garrity, superintendent of the outdoor relief department of the city of Lowell, was the speaker. Mr. Garrity explained the city's charitable work and then paid a high tribute to the work of the life salesmen in preventing poverty. The superintendent said that never in his activities had he been obliged to send to an almshouse any member of the community who was the possessor of even so small a sum as \$1,000 of life insurance. He advocated more aggressive work along the line of selling life annuities.

Ottumwa, Ia.—Members and guests of the Ottumwa association were entertained at a dinner-business session last week. Col. C. Waller, president of the local association, was chairman of the meeting and introduced L. Z. Davenport of Peoria, P. W. Root of Des Moines, and R. H. Martin of Ottumwa. The subject of Mr. Root's talk was, "The Five Fundamentals of Life Insurance."

Charlottesville, Va.—John F. Faris, district manager of the Pacific Mutual at Charlottesville, Va., is the leader of a local group who have taken steps to organize a Charlottesville association. In the past local underwriters have held membership in the National association through affiliation with the Richmond association.

Sioux City, Ia.—The Sioux City association held its November meeting Saturday evening. Following the dinner, short talks were made by T. P. Rogers, agency supervisor of the Bankers Life at Cedar Rapids, and by W. M. McKercher, who was present with Mrs. McKercher, both being congratulated on having just celebrated their golden wedding anniversary. Mr. McKercher, who has been in the life insurance business for 39 years, spoke about early day experiences. W. D. Morton, past president of the association, gave a welcoming talk to the ladies who were present. The main address of the evening was given by Rev. Charles E. Snyder, pastor of the Unitarian Church, who accorded life insurance business a place among the professions. T. B. Hutton, national committeeman, made a formal presentation of the Edwards cup, awarded the Sioux City association at the recent Atlantic City convention, for having made the greatest percentage of increase in membership during the past year.

NEWS OF FRATERALS

GOOD INCREASE IN CANADA

All Fraternals Operating in Dominion
Are Now Actuarially Solvent and
Developing Rapidly

OTTAWA, CAN., Nov. 18.—A great development has taken place in fraternal insurance in Canada. In 1919 an amendment which came into force Jan. 1, 1920, was added to the insurance act of Canada whereby the insurance department could make an actuarial valuation of the friendly societies, and also required foreign societies as well as Dominion societies to obtain a license under the act. The Dominion enactment leaves a large degree of responsibility for the society's financial position to the actuary of the order, who moreover must be qualified, hand in hand with adequate rates and adequate reserves, the development of the fraternal societies has evoked simpler constitutions, greater freedom from vexatious conditions, clearly defined benefits and withdrawal equities. All fraternal societies operating under Dominion license are now actuarially solvent and the disturbance and hardship which has been caused by the frequent adjustments will hereafter be unnecessary.

In 1925 the total amount of new certificates issued in Canada in the mortuary departments by Canadian fraternal societies was \$15,611,079 compared with \$11,248,618 in 1924, while the amount issued by United States fraternal societies was \$6,009,616 as compared with \$6,273,200 in 1924. The total amount of insurance in force in the mortuary departments at the end of 1925 was for Canadian societies, \$130,553,622 and for United States societies \$56,269,619, making a total of \$186,823,241. The premiums paid during the year in the mortuary departments amounted to \$2,685,091 for Canadian societies and \$1,184,988 for United States societies.

In the sickness department the premiums received by Canadian societies amounted to \$497,838, and by United States societies \$64,075, or a total of \$561,913. The benefits paid to members in Canada by Canadian societies amounted to \$2,467,599 in the mortuary department and to \$440,621 in the sickness department and for United States societies to \$760,313 in the mortuary department and \$74,576 in the sickness department, making a total payment in Canada for Canadian societies of \$2,907,753 and for United States societies \$834,889, the grand total for all societies amounting to \$3,742,622.

Meet to Consider Merger

A meeting of delegates of the Fraternal Brotherhood lodges from all parts of the country will be held in Los Angeles Nov. 22 to decide whether that fraternal shall be taken over by the Brotherhood of American Yeomen, Des Moines. In the event of such a merger it is said that the Fraternal Brotherhood lodges would remain intact, merely having a change of name, and the insurance of their members as it is now written would be assumed by the new organization. The order claims a membership of 15,000.

BEST MEANS OF GETTING GOOD TYPE OF AGENTS

(CONTINUED FROM PAGE 1)

From age 45 and on some 7 percent of those appointed have remained. The older men show the greatest persistency in their sticking to their work. The most favorable group is between ages 25 and 35. He finds that married men are the most persistent in sticking to their jobs, ranging in the ratio of 3 to 1. He said there is more incentive for a

married man to try to make good than for a single man.

Best Sources for Agents

In speaking of the best sources to get agents he said that the Travelers had had most success with accountants and bookkeepers. He finds that 79 percent of these have persisted. Teachers and railroad agents have been favorable, about 50 percent sticking. When bankers are appointed, about 53 percent stick. He said that the Travelers has not had much success with automobile, clothing and stocks and bonds salesmen, mechanical engineers and farmers. Mr. Bloxham declared that the mortality among salesmen that have been working in other lines has been high in the Travelers. He therefore regards previous sales experience as of little value.

Must Be Active in Community

He believes that effective agents must be good citizens. They must have a keen interest in their community. They must possess a keen reputation. He cited some of the essential qualities that the Travelers rates high in selecting men. In the first place a man must have had

is too eager to make the connection before he thinks it over. An agent, he said, must be one who can manage his own affairs. He said that the Travelers is seeking men who can finance themselves. An agent, he said, must be ambitious and must possess an incentive. He must be mentally alert. He pointed out the fact that intelligence is very necessary. The man must visualize intangibility. He must possess the ability to teach others. He must always be eager and willing to serve. He said that he sought the views of applicants on their altruistic side. He wants to know what they think of other people than themselves. Mr. Bloxham laid much emphasis on loyalty. He said the man who is not loyal to his company and who is always complaining and "knocking" his superiors will be of little value. He said it is very hard for a loyal man to starve.

Mr. Armstrong in commenting on Mr. Bloxham's observation said that the Travelers is training its agency managers to go after prospective agents rather than to depend on those that apply for agencies. In other words, the material must be dug up.

James A. Whitmore Speaks

James A. Whitmore of the Phoenix Mutual said that the aim of the company is to secure men so that the average production of each will be \$250,000. The Phoenix Mutual agents are now averaging \$180,000 a year. He explained the Phoenix Mutual Life system of selection, stating that it started a new plan in 1916, when it gave up part-time agents and reduced its forces materially, aiming to bring out men of higher calibre. He said that out of 17 men investigated for agencies but one was selected. The Phoenix Mutual investigates material very carefully. The manager must pass on the applicant, then he is interviewed by some men in the office and finally the papers go to the home office and the men in the agency department go over the application. The Phoenix Mutual finds that of men employed under 23 years of age 57 percent are a failure. Between ages 24 and 32, 42 percent are failures. Between ages 33 and 38, 36 percent are failures. Between ages 39 and 44, 24 percent fail. Between ages 45 and 50, about 50 percent are failures. He said of the applicants who are married, about 59 percent succeed; the single men, about 50 percent.

Effect of Selling Experience

He finds that those who have had no selling experience, 34 percent fail. Those who have had less than three years experience in life insurance selling, 31 percent fail. Those who have had from three to six years life insurance experience, 14 percent fail, and those over six years, 10 percent. Mr. Whitmore said that in other lines than life insurance, it was found that those who had had three years or less experience, 42 percent fail.

Organization Men

The Phoenix Mutual discovers that men who belong to organizations are more likely to succeed than those who do not. This is especially true where men are leaders in organizations. If they hold offices, it is shown that they have the confidence and respect of their fellows. Of those who own their own homes, 37 percent fail. The business mortality of those who have investments of some kind is much less than those who do not. It finds that of those who carry no life insurance, 53 percent fail; of those who do, 41 percent.

Mr. Whitmore said that a man must have supreme courage in entering life insurance. He must believe in himself. He must possess poise, which comes only by knowledge. He said that the Phoenix Mutual training school plans to make agents better fitted for their work. It gives them practical instruction. He said that an agent should understand thoroughly what it means to sell. He should enjoy selling.

C. H. Carpenter of the National Life



W. T. SHEPARD

Vice-President Lincoln National Life

a successful record in what he has been doing. He said that the Travelers is not interested in men who are out of work. There must be the germ of success in their system. He said that he did not hesitate to approach men who are making a good income. They have worked hard and have gotten somewhere. They move in good circles and get a hearing.

Industry Is Essential

He said that regards industry it is about 90 percent of the ingredients of success. It is difficult to tell whether a man will work hard consistently and systematically when he enters life insurance. The best test, he thinks is to find out what the man does in his marginal activities. He would ascertain what he is doing during his leisure moments. If he is getting a college man he would want to know what the young man did besides going to college. He thinks that one's home life must be congenial. Mr. Bloxham says that the Travelers advises its agency managers to get in touch with the wives of agency prospects and see that they are convinced that their husbands are going into the right kind of business and that they will support them in every way. It is very essential to get the attitude of the wife. He said the Travelers does not employ divorcees.

Attribute of Self Reliance

*He placed much stress on the attribute of self-reliance. He said that a man must have confidence in himself. He must possess endurance. He should not be a rolling stone. Mr. Bloxham said that it is unwise to close an agent on the first interview. It shows that a man

Your Prospect's Future is the same as your own

When you line him up for the policy he wants, and the policy he needs, you have made a staunch friend, and contented customers mean repeat orders in insurance as well as other lines of business. Sell this contract:

Any natural death.....\$5,000
Any accidental death..... 10,000
Certain accidental deaths..... 15,000
Accident Benefits \$50 per WEEK.
(Non-cancellable)
Also Disability Income, Waiver of
Premiums, etc.

ALL IN ONE POLICY

You can see how worthy such a contract is in the hands of a progressive agent and we invite you to give serious consideration to the United Life "Policy You Can Sell."

There may be an opportunity in your town. Our Vice President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord New Hampshire

Inquire!

A Loyal, Efficient Agency Corps

Back of the success of a life insurance company is a force of enthusiastic men and women in the field, following a vocation they like and serving a company in which they have confidence and pride. Their value to their respective communities and their own individual success stand upon the service their company renders to its constituent members—the proving test.

The Mutual Life of New York, the first American legal reserve mutual life insurance company, has for eighty-three years met the proving test of service to its members. Today, this Company's high prestige accorded to public service and achievement is upborne and carried on by loyal, efficient and contented field workers.

They have unsurpassed contracts and facilities to offer to their public—all standard forms of insurance (ages 10 to 70) and annuities, both for men and for women; Disability and Double Indemnity Benefits; policy loans in branch agencies, and all other features of service the Company deems justified.

They take a pride in building greatly upon a great past—a loyal, efficient agency corps successful for the Company and for themselves.

Those who contemplate life insurance field work as a vocation are invited to write to

The Mutual Life Insurance Co.
of New York
34 NASSAU STREET
NEW YORK, N. Y.

Going Up!

When an old established company, resting solidly on one of the strongest financial foundations to be found in life insurance, begins to grow, it usually moves upward by leaps and bounds. Unusual opportunities are then created for the representatives of that company. With them it is a case of "being in on the ground floor," for the company's success is their success, and as the company grows so do they.

Backed by its great financial strength, The Guardian has enjoyed an unusual growth in these past several years. Our new business in 1925 was nearly 50% better than 1924, a gain of about three times greater than the average. For the first half of 1926 our gain was 29% over the same period of last year, or twice the general average for all leading companies. This is a gain of about 62% over the first half of 1924.

These figures tell the story better than anything more we could say, except that The Guardian does not mean to stop there. Men of the right calibre will find their opportunities with us.

T. LOUIS HANSEN, Vice-President

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA
Founded 1860 under the Laws of the State of New York
50 UNION SQUARE, NEW YORK

TO CASH IN ON THIS CHECK USE THIS COUPON

If you don't write accident and health insurance, you ought to. The Casualty Review will help you get started.

The Casualty Review,
1362 Insurance Exchange,
Chicago, Illinois.

Here's the check and coupon—Send me a sample copy of The Casualty Review.

Name
Address
City
State

of Canada in his talk said that an agency manager must know the type of men who will especially appeal to him. He does not lay so much stress on the sources from which agents come as he does the influence they have in the community. He wants to know what the people think about these men. He said if they stand well in their localities and are esteemed and honored they will be likely material. He said that the connections they have formed will play a very important part in their success. He is opposed to newspaper advertising for getting agency material because he does not believe it will pull. He said there is a chance for the carefully selected letter. He lays greatest importance, however, on the still hunt. He said that an agency manager should select the type of men that he wants. Mr. Carpenter differed from the other speakers in that his observation had shown him that previous selling experience was valuable. He said that it is much easier to educate and train a man to sell life insurance who has had selling experience in some other line. He is accustomed to dealing with people and has these outside contacts. He thinks that employees of life insurance companies make very good salesmen. They have absorbed much during the time of their employment. He characterized these as constituting a choice group from which to recruit agents.

Record of Best Four Men

He said that his company has had excellent returns from piano, real estate, cash register and automobile salesmen. He said that barbers make good salesmen. He took the best four men that had been employed during the last year and found that one had had an inside position for 19 years. He seemed very unlikely. The next was a bank manager. The third was a man employed by the Bank of Montreal to establish bank branches. The next was a storekeeper. Mr. Carpenter declared that those who have failed elsewhere are not likely to succeed in life insurance. He declared that the big thing is to keep men in the life insurance business after they have started. No agency, he said, can build strongly under a weak manager. He said that his company had secured many agents through its own men.

Walter E. Webb's Views

Walter E. Webb, vice-president of the National Life, U. S. A., said that with the medium-sized companies, the matter of production must be kept uppermost in mind because the companies have not reached the stage where production will take care of itself. He said that his company is still trying to hire men to sell insurance for it instead of selecting them. He humorously said that he would be glad to get the 16 men discarded by the Phoenix Mutual out of the 17 it interviewed. He also referred to the three leading men his company employed during the year. One was a general storekeeper. The next was a man in college and the third was a meat-packer.

Can Not Be Too Strict

He said it is impossible for the medium-sized companies to make the selection in the same manner that the large companies can. The smaller companies can utilize some educational methods. He said that the National Life U. S. A., had a good organization where it had a good manager. When it reaches the point where volume will take care of itself, it can then gradually build in an educational system and train its men along more efficient lines.

Walter T. Shepard Speaks

Walter T. Shepard of the Lincoln National said that in the beginning his company furnished its managers with employment groups from which to select agents. In other words, the company decided that the best agents came from men engaged in certain lines of work. This method, he said, left the managers in the air. They had these groups but

they did not know how to find the individuals in the groups who could be induced to go into life insurance. Mr. Shepard declared that a company found that it hampered its managers to try to restrict them to any special grouping. The Lincoln National, he said, had secured its best agents through its own agency organization and its own policyholders. He referred to these as gold mines that the company had left untouched. It started out to induce its own agents to get recruits. It offered a bonus of \$50 when a new man had paid for \$50,000. This method, he said, did not get the results that the management anticipated. It gave up the bonus plan. He said that all men like recognition and honor. People like to be patted on the back once in a while. The Lincoln National organized the "Helping Hand Club." It is composed of agents who secure new agents who produce \$50,000 a year. These men are seated at the head table at agency meetings. They are given a certificate of membership in the club. He said that the men are very much interested in this plan and work hard to get new agents. Their interest had been aroused.

Recruits from Policyholders

He referred to the Lincoln National agency at Amarillo, Tex., which will produce this year between \$2,500,000 and \$3,000,000. All the agents connected with this office but one are policyholders. At Akron, O., all the agents are policyholders. These policyholders, he said, were sold on life insurance at the start. They had confidence in the company and believed in the business.

W. W. Jaeger's Address

W. W. Jaeger of the Bankers Life of Iowa said that his company did not want the agents of other companies. Agents of other companies who are seeking connections, he declared, were usually disgruntled and they become disturbers in an agency. The Bankers Life pays \$100 to an agent who can produce a new agent who will pay for \$100,000. He said that the Bankers Life publishes the list of its field organizers, these being agents who bring in recruits. He referred to the 10 leaders among the Bankers Life organization in production this year. Of these nine were brought in by old agents. The leading agent in the organization will pay for \$1,000,000 this year and he was secured by an old agent. Mr. Jaeger said that when a man is willing to work hard he has a big asset. The Bankers Life has found newspaper advertising but moderately successful in getting agents. He said that if he were going after young college men for agents he would get college alumni who were already in the business to induce them to come into the organization.

LAPSE RESEARCH TO FORE FOR NEXT YEAR

(CONTINUED FROM PAGE 3)

the policyholder and this is usually a question of finance. If the assured cannot pay the premium efforts by the agent or company are useless, at least after the premium loan possibilities have been used. It was said that the preventable lapses are usually due to the agent. Selling methods necessarily affect lapses. Agents who sell their customers just the insurance they should have and who see to it that the assured understands what the policy will do for him and his family will have a low lapse ratio. The agent who does just enough selling to get the first premium will show high lapses.

Get Statistical Answers

Efforts have been made to discover the relation between lapses and various aspects of the problem, such as size of policy, form of policy, age, occupation, etc., but without going very far. The new study to be undertaken this year will seek a statistical answer to many of these questions.

One thing asserted by several speak-

ers at the session was that the home office cannot prevent lapses. Conservation is a field job.

W. W. Jaeger of the Bankers Life of Iowa, James A. Fulton of the Continental Life of Delaware, and Robert K. Eaton of the John Hancock Mutual Life were elected for full terms as directors of the bureau. W. J. Arnette of the Volunteer State Life, who was filling out an unexpired term, was again similarly elected to fill the vacancy caused by the resignation of George K. Sargent of the Mutual Life of New York.

M. Albert Linton of the Provident Mutual was reelected chairman and W. J. Arnette of the Volunteer State, vice-chairman.

NATIONAL L. & A. HAS SILVER ANNIVERSARY

(CONTINUED FROM PAGE 4)

National Life, and I say to you, I love you."

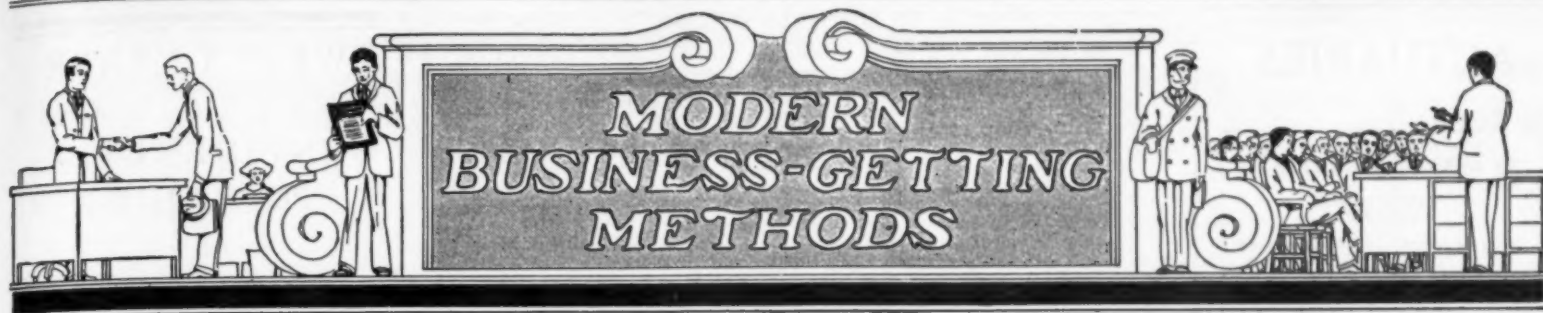
T. J. Tyne, vice-president, who followed Mr. Wills, spoke in part as follows: "Twenty-five years for some insurance companies is a period of infancy, but not so with the National Life. We have gone to a point in assets and standards that today place our company shoulder to shoulder with the great insurance companies of the world. The National is a leader and has established standards for the benefit of the public. A handful of men have placed it in the position, but its greatest accomplishment is its organization of which you are examples." Mr. Tyne also paid a tribute to the late E. B. Craig, former vice-president of the company, and one of the original seven men who took over the work of guiding the destinies of the company at the time it was started. The eulogy on his life was delivered by R. E. Fort, vice-president and close friend and admirer of Mr. Craig.

President Craig was the principal speaker at a dinner for the visiting field men Thursday evening. He outlined conditions in the field of insurance at the time the present senior executives of the company purchased the National Health & Accident Association, which name they changed to that of the present company. He said that after careful consideration, the executives decided that its first efforts would be in the branch of industrial insurance, which at the time was practically new to the south. "They felt, and time has proved the wisdom of their judgment," he said, "that the industrial classes needed above all other forms of insurance a policy that would replace the pay envelope when they are sick or disabled by accident and which at the same time would provide them with enough life insurance for a decent burial."

Among other speakers were Dr. James I. Vance, prominent Presbyterian clergyman; James E. Caldwell, president of the Fourth & First National Bank of Nashville; Charles Dobbs, associate editor of the "Insurance Field," and Ed T. Seay, Nashville attorney.

Phoenix Mutual Movie

Before a group of officers and staff workers of the Phoenix Mutual Life "Something Worth While," a moving picture showing the path to fame and fortune, health and happiness, which the merchandising of life insurance opens to a live wire, was tried out last week. The picture is to be shown at policyholders' meetings and for recruiting purposes. It is produced by the Worcester Film Corporation and was under the general supervision of Winthrop Robbins, manager of the company's office in Springfield, who plays "Bob Brown," first victim of circumstance and then master of his fate and hero of the drama. He is taken in hand by Manager James A. Griffin of the sales training division. View after view is cast and President A. A. Welch is shown, Vice-President Winslow Russell comes in and Vice-President Arthur M. Collens and other protagonists of the company help in the general instruction.



Milwaukee Life Underwriter Tells of His Success in Using the Educational Appeal in Presentation of Business

SELLING life insurance on the idea of protecting the child and providing an education in the event of the parent's death has been the specialty of Herman Jahns, Jr., representative of the Penn Mutual Life in Milwaukee, for the past several months. This particular feature in the sale of life insurance has brought good results to Mr. Jahns who has only been in the insurance business for two years.

He had started in the insurance business after being a grain operator in Milwaukee for about 25 years, and like most men embarking on a new career after following one for such a long period, had to learn the new business from the bottom.

Was Early Interested In Educational Plan

An incident occurred after Mr. Jahns had been in the insurance business a few months which caused him to engage in the educational feature of life insurance. He realized that there lay a splendid opportunity for service and a good volume, after watching what had hap-

pened to a child who would have been sent to college if the father had lived, but whose education was blasted upon the death of the father.

The following letter, written by Mr. Jahns to a father, age 32, who has a daughter just two years old, is one of the methods he uses to sell life insurance to cover the educational program which the parents have outlined for their children when they are ready to enter college:

Cites Letter Which Has Brought Results

"This is about your daughter.

"In these exacting times, education, combined with vocational training is the most valuable and important of possessions—an equipment with which to win success in life's hard struggle.

"Are you willing to set aside and invest on the basis of \$1.42 per week in a guaranteed proposition which will assure your little daughter a college education regardless of your untimely passing—a plan which takes the 'If' out of your life and hers? If you live, you will

probably provide the means, at least partially, for your daughter's education. But the picture is always changed if anything happens to the father.

"The contract is this: You deposit \$19.11 four times a year (or annually \$73.50). You receive annual dividends regularly on your deposits. In case you become totally disabled from sickness or accident you will be exempt from making deposits, same being waived during the period of such disability. No deductions are made for the waivers. Also, no further deposits are required if you die. If you pass on, your daughter will receive, commencing at a date which you have previously designated, \$66.21 per month for 48 months (4 years) for the college period. The amount of the monthly check is increased by surplus dividends. These regular monthly checks are guaranteed. A trust service is performed gratis. Your wife and family are relieved of all responsibility.

Provides for All Emergencies in Plan

"The principal sum (\$3,000) plus dividend accumulation is held intact until your daughter has reached the college age, your family receiving the interest income. Or, you can stipulate that the interest be compounded and applied to increase the college fund. The trust

agreement cannot be changed by anyone but yourself; in other words, your daughter must accept the money on the monthly installment basis as you intended. Of course, if you survive the period of your daughter's college years, the original trust agreement would automatically be cancelled and you would substitute new beneficiary provisions, it being to your economic advantage to extend the altered contract to serve for other purposes.

"If you are living when your daughter is ready for college, about 15 years from now, (the contract thus not having matured as a death claim) and you need a little money to help out, you can get it on this contract which has loan and cash surrender values, in other words, you can draw upon your equity. The guaranteed cash surrender value, plus dividend accumulation, at end of 15 years would approximate \$1,086.

"Let us see what it actually would have cost you in the 15 years to guarantee your daughter that she would have the necessary finances to attend college. You would have deposited a total of \$1,102.50; you could draw out, in cash, about \$1,086. Thus, the total net cost for 15 years is about \$16.50, making the average net yearly only \$1.10.

"If you had become totally disabled so that your deposits were waived, there would be a big return over cost, as your

ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Offers an unexcelled line of policy contracts.

Our juvenile policies, written on children as young as one day old, go in full benefit automatically at age 5 without re-examination.

Our special low rate policies to business and professional men are fast sellers.

We write women on equal basis with men.

Splendid agency openings are now available.

Write William Koch, Vice President and Field Manager.

ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

A. C. Tucker, President

CREATING CONFIDENCE

The Midland Mutual enjoys the full confidence of its policyholders and agents because it has always endeavored to be fair in its treatment of both. Here are a few examples:

1. Returned all extra war premiums voluntarily.
2. Never contested or compromised a death claim.
3. Paid every war claim in full although not obligated to do so.
4. Equalized the net premium cost to all old policyholders when dividends were increased.
5. Has paid two extra dividends and will pay other as surplus funds are available.

Are you looking for an ideal company?

Address J. A. Hawkins, Manager of Agencies

The MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

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ues, etc., Calculated. Valuations
and Examinations Made. Policies
and all Life Insurance Forms Pre-
pared. The Law of Insurance a
Specialty.
Colonial Bldg. OKLAHOMA CITY

equity is not affected by the disability waivers.

"By the 20th year, your equity would show a nice margin over cost. Furthermore, at age 62, by continuing the deposits up to that time, the full \$3,000 principal sum would accrue to yourself as an endowment, giving you a return of \$921 over cost.

"The contract provides that your dear ones would receive \$3,000 plus dividend accumulation in the event of your death at any time (if the college installments have not absorbed the fund).

"You win whether you live or die.

"A contract of this kind is obtainable in various denominations. The installment period may be shorter or longer than four years. You decide.

"The contract contains optional non-forfeiture provisions to protect you.

"One of the oldest, strongest, and largest financial institutions of our nation—organized in 1847 and having assets in excess of 300 million dollars—makes this wonderful contract available to those fathers who measure up to its standards, physically and otherwise.

"No other investment can guarantee to do what this proposition accomplishes. There is nothing to compare with it.

"Is it worth \$1.10 per year net expenditure of your money for 15 or 16 years to assure, to guarantee your little daughter that she will have the education, the right preparation for life, which you want her to have."

Such Letters Are All-Inclusive Presentations

Letters such as this one lay out the whole plan for the prospective client and gives him time to think over the proposition. Mr. Jahns does not send these out unless he has already interviewed the prospect and then he follows-up the letter with a personal interview, after the client has sufficient time to think over the matter.

The letters have to fit the individual case, according to Mr. Jahns, but in the main they lay out the idea and cost of insurance and get the prospect thinking over the method by which he can assure a college education for his children in the easiest financial way.

The father has already given this matter some thought but usually has not considered it fully. When approached on the subject of assuring a college education for his children, and the plan is presented in a clear light, it will usually get over and the sale is made.

The biggest job in the sale of life insurance as Mr. Jahns states, is securing the interview with the prospect. When this is accomplished, the agent has gone a long way to making the sale, if he

knows what he is talking about and has a thorough conception himself of the various plans his company can offer.

Uses Endless Chain With Considerable Success

Cold-canvassing is not resorted to by Mr. Jahns. Instead, he uses what he terms the "endless chain," by getting references from the clients whom he has sold. When he completes a sale of insurance, he asks his client if he would like to have the same thing explained to some friend of his. If an affirmative answer is received, Mr. Jahns then requests an introduction to the friend, and because of the mutual acquaintance, a contact is established and the interview is given.

Selling life insurance to pay the inheritance tax on estates is another branch of the business which Mr. Jahns has worked on and he has sold some corporation policies also. In the sale of insurance, he emphasizes the fact that the loan value of insurance policies is greater than that of bonds, stocks, or other securities, due to insurance policies being on a stable basis and not influenced by speculation or stock manipulation as are securities.

In his two years with the Paul H. Kremer general agency at Milwaukee, he has worked himself to the front rank of the producers in the territory covered by the Milwaukee agency, and he is bent on showing a good increase in his production each month to become one of the biggest producers of the company.

Was First Woman Policyholder

The Mutual Life of New York states that the first woman policyholder in the company was Miss Isabel Chambers of 46 East Broadway, New York. Miss Chambers was insured under policy No. 28 written on the ordinary life plan of \$2,000. Her policy was issued Feb. 8, 1843, seven days after the company commenced business. Miss Chambers was thus the first woman policyholder to be insured by an American company and she was also the first insurant to surrender a Mutual Life policy for its cash value. Her policy was surrendered April 11, 1845.

Prairie Life Meeting

The district managers and agents of the Prairie Life of Omaha held a three days' convention at the head office. As a surprise and tribute to Dr. W. R. McGrew, the president, special applications amounting to \$207,000 were brought in. The presentation was made by T. E. Grisell, state manager of Colorado. Dr. Charles J. Rockwell, head of the Rockwell school of life insurance, spoke giving some practical suggestions to the men in the field. There were 55 delegates present from Nebraska, Iowa, Missouri, Colorado, Texas and Oklahoma. The Prairie Life is having an excellent year. The agents at the convention got together and pledged over \$1,000,000 for the rest of the year.

WANTED

Young man or woman to do office work involving some knowledge of accident and health policies, their construction and coverage. Must also be capable of handling correspondence. Reply to the National Underwriter Company, A H B, 420 East Fourth Street, Cincinnati, Ohio.

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